1906 1906



UNIVERSITY OF CINCINNATI

RECORD

T. TOTA CFILL 'S.

A COLLEGE OF COM-MERCE FOR CINCINNATI

UNIVERSITY OF CINCINNATI RECORD

Ser. I, Vol. II, No. 12. March 1, 1906.

Published semi-monthly by the University of Cincinnati at the University Press, Cincinnati, Ohio. Entered May 15, 1905, at Cincinnati, Ohio, as second-class matter, under act of Congress of July 16, 1894.

A COLLEGE OF COMMERCE FOR CINCINNATI.

For some time there has been a growing demand in Cincinnati for a College of Commerce in connection with the University, an idea fostered by some of the leading citizens of the city, and by the Cincinnati Chapter of the American Institute of Bank Clerks. During the past few months the movement has taken more definite shape, and the Board of Directors of the University has said that it will establish a College of Commerce when the requisite funds are provided.

COMMERCIAL EDUCATION NEEDED IN CINCINNATI.

The need for such a College of Commerce in Cincinnati will hardly be called in question. A large part of the population of the United States is situated within the territory of which Cincinnati is the natural center. With the building of the Panama Canal, the trend of commerce will be more and more toward the Gulf. Hence, not only Cincinnati's everincreasing importance as a manufacturing center, but also the augmented competition to which she is being subjected by rival cities, render imperative the training of the men who control, or will control, her vast industries, to the highest degree of efficiency. Every advance on the part of other cities in competition for domestic or foreign commerce must be more than met by Cincinnati, with increased economy in production and administration, and greater ability to secure trade—all made possible only by the highest development of her men of industry.

The importance of providing facilities for higher commercial education has already been recognized by a number of the leading universities in the United States. New York University in New York City, maintains the largest School of Commerce, Accounting, and Finance in the United States. Although tuition is charged, during the current session 410 students are enrolled, the majority of whom are doing work in night classes. In this school the course leading to the degree of Bachelor of Commercial Science, for day students, is two years in length, and three years for those who are enrolled in the night classes.

The Wharton School of Finance at the University of Pennsylvania, in Philadelphia, is probably the oldest institution of its nature in the country, and is heavily endowed, with a fund of half a million dollars, bequeathed by Joseph Wharton in 1883. In spite of the fact that a tuition fee of \$160.00 a year is charged, its student body numbers about 250 at the present time.

The Amos Tuck School of Administration and Finance, at Dartmouth College, Hanover, New Hampshire, also has an endowment fund. It now occupies a handsome building erected two years ago at a cost of \$100,000.

The University of California, at Berkeley, maintains a College of Commerce, which has an enrollment of 125 students. The demand for its graduates for responsible commercial positions on the Coast, for the consular and diplomatic service in South America and the Far East, and for important situations in connection with the development of our trade with the Philippines and China, is so great that it cannot be supplied. The work of the department is assisted greatly by the Pacific Commercial Museum in San Francisco, with which business men co-operate heartily.

In the Mississippi Valley, the University of Chicago, University of Michigan, and the University of Illinois all offer courses in training for business. At Chicago about 200 students are enrolled. Prominent business men of that city

have lent their personal assistance by delivering special lectures on various topics of vital importance in the commercial world.

COURSES OF INSTRUCTION.

The proposed College of Commerce in Cincinnati would provide both night and day courses. Instruction would be given in such subjects as Economics, Economic History, English, Modern Languages, Transportation, Materials of Industry, Labor, Commercial Geography, Advertising, Finance, Money and Credit, Practical Banking, Theory and History of Banking, Foreign Exchange, Investment and Speculation, Securities, Real Estate, Corporations, Modern Business Organization, Insurance in its various forms, Theory and Practice of Accounting, Auditing, Statistics, Law of Contracts, Sales and Mortgages, Partnerships, Bills and Notes, Wills, and Bankruptcy.

The College would aim gradually to differentiate the courses mentioned above; for instance, in the case of Transportation, the subject would be subdivided more and more until separate courses would be offered in such topics as Railroad Accounting, Lega! Problems of Railroad Operation, Principles of American Rate-Making, Rate Problems, Railroad Finance.

The courses would be given by experts, well versed in the theory as well as in the practical phases of their subjects. At the same time business men, who have achieved success in their chosen fields, would be secured to give lectures on the topics with which they are specially conversant, a plan that has been pursued with remarkable results at other institutions.

A COLLEGE OF COMMERCE NOT A BUSINESS COLLEGE.

It cannot be too strongly emphasized that the University is proposing to organize, not a business college, but a higher

School of Commerce, for the training of all who desire to qualify themselves for higher positions in the commercial world.

The University estimates that it will require about \$15,000 a year to carry on the work of a College of Commerce. It is hoped that this practical move for the direct benefit of the city, will enlist the hearty co-operation of all her commercial interests.

THE IMPORTANCE OF COMMERCIAL EDUCATION.

The great importance of commercial education is recognized not only in its local but also in its national aspects, as the following excerpts from eminent authorities on the subject show conclusively:

In a review of the world's commerce during the year 1900, Mr. Frederick Emory, Chief of the Bureau of Foreign Commerce, after comparing the American and European facilities for competition in foreign trade, states:

"In the more and more strenuous competition which is evidently awaiting us, our manufacturers, exports and trade representatives abroad will need to be provided with a variety of information which can not be acquired except by academic instruction. The knowledge gained in the workshop or the counting-house will not suffice to meet a rivalry which is seeking to equip itself, so far as it can, with our machinery, our industrial and trade methods, with everything, in short, that now gives us supremacy, and will add to these the mastery of details of trade conditions and industrial processes throughout the world, which we are only beginning to study."

He adds:

"The day, perhaps, is not distant when the more intelligent of our rivals will be able to meet us upon more nearly equal terms, and when, as has already been indicated, it will be necessary to supplement our natural advantages and our highly developed industrial efficiency with the appliances of education, of special training, of technical skill, or more scientific methods of extend-

ing trade, which have already secured rich returns, to Germany, for example, in quarters of the globe where our goods as yet have made but little if any headway."

Speaking of the importance of a course in the principles of commerce, including Economics, Statistics, Banking, Currency, etc., in the training of business men, a recent authority declares:

"This course combines the highest kind of mental discipline with great practical utility. No studies are more calculated to arouse intellectual alertness, to develop breadth of view, and to ensure logical accuracy of reasoning from cause to effect and from effect to cause. In no other part of the educational curriculum are the problems complicated by so many influencing factors, whose presence must be recognized and accounted for, nor are there many subjects in which the same problem may present itself in so many different forms. Hence the work of the course makes strenuous demands upon the self-reliance and originality of the student, the very qualifications which are of most value to the merchant, the banker, and the manufacturer. Facility in interpreting the general and particular movements of trade, in estimating their influence, and even in anticipating their future course is acquired. Generally the training results in a more open and receptive mind, one not likely to idolize past methods and customs simply because they are past, and, on the other hand, not likely to adopt new ones without a careful, though not necessarily slow, investigation of their merits and demerits.

"Apart from its influence in these directions, the course is of practical value because it conveys detailed information concerning many of the relationships and operations of commercial life; for instance, Banking Administration; Organization of Banking in different countries; the working of the Money Market, including such matters as the Autumnal pressure, Rate of Interest and Discount, and the Foreign Exchanges; Customs and Excise Duties; Public Debt operations; Commercial Crises; Colonial Policy; Principles of the Organization of Industry; Interpretation of Trade Statistics."

A recent treatise on "Commercial Education at Home and Abroad" has been issued by Frederick Hooper, Secretary of

the Bradford Chamber of Commerce, and James Graham, an Inspector for Commercial Subjects and Modern Languages, for the purpose of providing materials for a scheme of commercial education for the United Kingdom. In speaking of the need for commercial education, these reports state that:

"As regards the commercial army, we find that the productions of science and industry must wait upon commerce. Our industries would languish and have to be curtailed if there were no commerce to find markets for their products, and the search for markets may be justly said to have developed in recent times into an exact, specialized science, in which not only individuals and associations but expert Government Commissions each play their role; and, other things being equal, it is the commercial man with the best technical training who succeeds in gaining the market, and thus determining the volume of the output at home.

"Upon our industry and commerce our pre-eminence and very being depend; in other words, industry and commerce keep the country going—where should we be as a nation if either were seriously diminished?

"It is, therefore, really as necessary that all the elements of our industrial and commercial armies be properly trained for their work, as it is that our fighting forces be in proper order and training."

In a summary of the knowledge which a merchant should have, the writer includes:

- "(a) An effective knowledge of foreign languages.
 - (b) A knowledge of the modern methods of importing or exporting goods, including freightage and modes of transport.
- (c) A thorough knowledge of the goods in which he deals, and of the sciences bearing on his trade.
- (d) A knowledge of the markets at home and abroad, and the customs of the trade.
- (e) To understand foreign tariffs, foreign weights, measures, and moneys and the exchanges.
- (f) To be acquainted with the technicalities of commercial documents, such as bills of exchange, bills of lading, insurance policies, and so forth; and to have some knowledge of commercial law.

- (g) To know the principles of book-keeping and accountancy.
- (h) A knowledge of the economics bearing upon commerce; and the use of trade statistics."

In most of the countries of Continental Europe, the writer states that

"Large grants are now being made in aid of complete and systematic courses of commercial instruction, several of the Continental Governments in addition offering for competition travelling scholarships of the value of £120 to £200 a year, tenable for two or three years in any suitable country. Moreover, schools for the systematic study of Oriental languages, religions, habits, customs, and prejudices have been successfully established in Berlin, Paris and Vienna, with the result that to-day young Germans are writing, type-setting, and printing catalogues and circulars in Chinese, Japanese, and other Eastern languages; while others, similarly trained, are exploiting the Eastern markets for the benefit mainly of foreign business houses."

According to these authorities:

"England ought to provide a scientific, technological, and commercial training second to that of no other country; and it is evident that unless this country is to be left behind, some effective step must be taken without loss of time."

Mr. P. E. J. Hemelryk, Vice President of the Liverpool Chamber of Commerce, Chairman of the Council of the Liverpool School of Commerce, and one of Liverpool's principal merchants, in a treatise on the subject of commercial education, declared:

"When we advocate Commercial Schools for our young manhood, it is because we wish them to do better than their fathers, better than their neighbors, better than other nations which are running us hard in the race for wealth, which are competing with us on our own ground, or in our own Colonies, and driving us slowly but steadily out of our privileged hunting grounds. It is because we don't want the clerk necessarily to remain a clerk, and because we want the sons of our merchants and manufacturers to enter their father's business with a wider vision, with a more complete mental outfit, and with greater power and

facility of close reckoning, so that they may not only be able to continue their father's business but to improve and extend it, to make it more fruitful, to take advantage of the latest improvements and inventions of international communications, and so prevent the business from passing over to our rivals in other countries as a consequence of the superior knowledge which they bring to bear upon that particular branch of trade or commerce.

"Commercial schools have been in existence on the Continent for many years. I myself was at one of them forty-five years ago. I am grateful for having been there; yet when I consider what they were like, and what were their uncommercial surroundings, and compare them with what, for instance, we hope our Liverpool School of Commerce will develop into, their importance is dwarfed into insignificance by the vastness of the commercial life and interests of this country. Brussels, Leipzic, Lyons, Neuchatel, and Cologne are pigmies in the commercial world alongside of London, Manchester, Glasgow, Leeds, and The student here may see the produce of all countries, the manufactures of numberless workshops daily passing through the streets. In the Continental cities which I have mentioned there is not this opportunity. Here the student can be taken by his teacher and examine for himself great docks, immense warehouses, vast factories-and can better understand by this means the meaning of the operations which he is being taught in his Bureau.

"There should be a School of Commerce with its Bureau in every leading city of the United Kingdom."

As regards commercial education in Europe at the present time, Germany has taken the lead. She is making wonderful strides in the provision of Schools of Commerce for all grades of workers, from employers downwards. The first school for higher commercial education in Germany was founded by the Leipzig Chamber of Commerce in conjunction with the University of Leipzig, and was opened in 1898. Two hundred applications from prospective students were received when the school was first proposed. Since that time many other schools have been established, modeled after that

at Leipzig. Saxony alone has forty-nine institutions for commercial education, including elementary and high schools, and a commercial university. At Cologne there is a special building with magnificent equipment, devoted to higher commercial education. Regarding this school, a recent authority writes:

"From the prospectus we learn that the following are the German, English, English correspondsubjects of instruction: ence, French, French correspondence, mathematics, commercial arithmetic, general and commercial geography, general and commercial history, commercial and banking law, commercial practice, commercial correspondence and book-keeping, political economy, physics, 'warenkunde,' chemistry, writing, stenography, and gymnastics Provision is also made for instruction in Italian, Spanish, Russian, Chinese, and Japanese. Some twenty different professors are engaged in giving lectures on these subjects. On reference to the course of lectures for the session of 1899-1900, we find prominence is given to such subjects as political economy. finance, commercial, maritime and banking law, commercial history, international law, insurance, elements of statistics, German colonial policy, trade and workshop hygiene, and development of German nationality. The culture side is not neglected, as is evidenced by the courses of lectures on the poetry of Goethe and Schiller, on English and German literature, and even on the German drama of the present day, and some of these lectures are given in public."

Austria and Hungary have for years promoted commercial education, and have to-day one of the best Continental systems. In 1898 there were 130 commercial institutions, with 18,400 students. At the head of their system of commercial education is a College of Commerce. In the little Republic of Switzerland there are sixteen day schools of commerce and fifty-eight evening schools. At Neuchatel, a town of 20,000 inhabitants, there is a special building for the purpose, admirably equipped. A course in commerce was first offered in 1883, with four students enrolled. In 1901 there were 370 students, with a staff of forty-six teachers.

To Antwerp, Belgium, belongs the honor of having established the first commercial college in the world, in 1852. A new building was opened in 1898, erected at a cost of \$150,000. As regards the practical results of commercial education at Antwerp, it is reported that in 1894, 249 of the graduates of the college were at the head of large mercantile houses; 218 were bank managers or commission agents, and thirty-eight held prominent positions with the Consular Service. The Antwerp Institute devotes \$10,000 a year to traveling scholarships for bright students. The recipient spends two or three years in foreign countries, studying commercial and industrial conditions.

France has also devoted considerable attention to commercial education, as may be seen from the following excerpt from a leading authority on the subject:

"France:—The French merchants value commercial education highly; they regard the question of distribution as not less important than that of production, and further, they recognize that the requirements of a good commercial education grow from year to year with the growth and extension of home and especially of foreign competition. It has been a matter of special and energetic action, and the State Chambers of Commerce and other commercial bodies, etc., have established Schools of Commerce in the commercial centers of France, the expenses of which are borne by the State, the Municipality, by the contributions of Chambers of Commerce and Merchants, and by the School Fees.

"The aim of the High School of Commerce is to crown with a high class of instruction the studies which have been previously made in practical establishments, and to give to students leaving Colleges and Grammar Schools the training which is necessary to qualify them to arrive quickly at the direction of commercial, industrial and banking houses. It also trains students for the Consular Service. It prepares students for a certificate, granted by the State, which certifies to their ability to teach Book-keeping and Accountancy, also prepares others, aspiring to the teaching

profession, for a certificate certifying to their competency as Professors of Commercial Subjects. The school courses include all that is asked for in the two later examinations.

"When students have obtained the school diploma they are permitted to compete for the Foreign Travelling Exhibitions, which are tenable for two years. Their value during the first year varies from £100 to £160, and during the second year from £80 to £120. Thirty-four scholarships are given annually. These scholarships may be held in any suitable foreign country."

The movement in the United States:

"It has been long admitted among leading business men that those preparing for business careers should have the opportunity to acquire a commercial education higher and broader than that given by even the best of the private so-called business colleges. About ten years ago the American Bankers' Association began to direct the attention of educationists and the public to the need of a more adequate professional training for young men preparing for business life. A committee was appointed to find out what was being done in this direction in the institutions for higher education in the United States. It was found that the Wharton School of Finance and Economy of the University of Pennsylvania was the only institution offering a course of study of a grade comparable with the regular collegiate course, and specializing on those subjects most important to thorough training for business and citizenship. At the request of this committee Dr. Edmund J. James, then Professor in the Wharton School, gave an exposition of the aims and methods of the school in a valuable paper read before the association at Saratoga in 1890, in which he also discussed the situation of business education in general in the United States. The association adopted resolutions recommending the organization of departments similar to the Wharton School in other universities and colleges. Professor James was invited to visit the leading educational centers of Europe, examine their best commercial schools, and present a report upon the subject; he presented his report to the American Bankers' Association in 1893; it was printed by the association, and was greeted by educationists and business men as the most valuable contribution in aid of higher commercial education yet made in that country. The report was reprinted in 1895-96 Report of the United States Commissioner of Education.

"The agitation begun by the American Bankers' Association has resulted in (a) the establishment of commercial departments in at least two universities (the University of California and the University of Chicago), (b) the improvement of business courses in a number of colleges, and (c) the organization of such courses in other colleges and in many public and private high schools.

"At the outset, in the majority of instances, the evening work is carried on through the medium of detached classes, the students being left to take up as little or as much work as they please; and, as a rule, it is found that there is a strong tendency on the part of students to take up one or two of what are often called the 'bread-and-butter subjects' and to leave severely alone the more educational subjects, such as modern languages, etc., the acquirement of which will not apparently bring them any immediate financial benefit. There is thus a great danger of their getting a narrow type of training. Further, the institutions which arrange the work on these lines soon discover that they are doing much elementary, some intermediate, and very little or no advanced work. In fact, from results it would appear that some places never seem to aspire to proceed beyond the elementary stage of some of the subjects. It should be remembered that it is advanced work that is really wanted. can tell effectively in business operations of any magnitude. Every effort ought therefore to be made to produce advanced students, and plenty of them."

Under the heading, "Higher Education in Business," The Business World for December, 1905, says editorially:

"We spend millions to train our lawyers, our doctors, our preachers, but our bank presidents, our insurance directors, our merchant kings—well, they need only to graduate from the school of experience. Such assumptions are dangerously narrow. * * * We need more universities of commerce, more broad-minded professors who study living languages and living problems, more curriculums that treat in a practical way the deals and ideals of this commercial hour."

UNIVERSITY OF CINCINNATI

The University comprises the following Departments:

- I. The Graduate School.
- II. The College of Liberal Arts.
- III. The College for Teachers.
- IV. The College of Engineering.

 (Mechanical, Electrical, Civil, and Chemical Engineering)
- V. The College of Law.
 (The Cincinnati Law School).
- VI. The College of Medicine.
 (Medical College of Ohio).
- VII. The Technical School.

 (A Manual Training High School).
- VIII. The Department of Clinical Medicine.

 (The Clinical and Pathological School of the Cincinnati Hospital).

For catalogue, announcements of the various departments, and further information address

The Secretary, University of Cincinnati, Cincinnati, Ohio.

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BULLETIN

Vol. III

MAY 1, 1909

No. 1

THE LIBRARY OF THE

MINYERDITY OF ILLINOIS

Cincinnati College of Finance

Commerce and Accounts

ANNOUNCEMENT

1909-1910

Afternoon and Evening

SESSIONS



LINCOLN CLUB BUILDING, EIGHTH AND RACE STREETS

Telephone, Canal 4044

Contributors to the Support of the Cincinnati College of Finance, Commerce and Accounts:

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Cincinnati College of Finance

Commerce and Accounts

"A College of Higher Commercial Education and Business Administration."



ANNOUNCEMENT 1909 - 1910



Afternoon and Evening Sessions

BOOK-KEEPING.

To provide the requisite preparation in book-keeping for those intending to take Accounting, it is planned to hold an evening class in book-keeping during the months of August and September.

Those interested in the organization of such a class are requested to write for further information to the Secretary of the College of Finance, Commerce and Accounts, Lock Box 313, Cincinnati, O.

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Cincinnati College of Finance

Commerce and Accounts

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ANNOUNCEMENT 1909 - 1910



Afternoon and Evening Sessions

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CALENDAR 1909-1910

FIRST TERM

1		

Sept. 24, 25, 10-12 A. M.; 7:30 P. M.,	Fri. and Sat.,	Entrance examinations and Registration.
Sept. 27, 7:30 P. M.,	Monday,	First term begins.
Nov. 25,	Thursday,	Holiday. Thanksgiving Day.
Dec. 22,	Wednesday,	Christmas vacation begins.
1910		
Jan. 5,	Wednesday,	Work resumed.
Jan. 22,	Saturday,	First term closes.

SECOND TERM

1910		
Jan. 24,	Monday,	Second term begins.
Feb. 22,	Tuesday,	Holiday. Washington's Birthday.
May 7,	Saturday,	Second term closes.
May 9-13,	Mon. to Fri.,	Examination of candidates for a degree.

LOCATION

The College is located on the second floor of the Lincoln Club building, Eighth and Race streets. The office is open every day from 9 to 12 A.M. and 1 to 5 P.M. Evening hours for consultation will be arranged upon request. Inquiries should be addressed to the Secretary of the College of Finance, Commerce and Accounts, Box 313, Cincinnati, Ohio.

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BOARD OF TRUSTEES

GEO. GUCKENBERGER,

President Atlas National Bank.

HARRY T. ATKINS,

President The Atkins & Pearce

Manufacturing Co.

Casper H. Rowe,
Vice-President Market National
Bank.
Treasurer The Fleischmann Co.

WM. HARVEY ANDERSON,

President The W. H. Anderson
Co.

LEOPOLD KLEYBOLTE,
R. Kleybolte & Co.

GUY H. KENNEDY,

Certified Public Accountant.

GEO. H. BOHRER,

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GEORGE W. DITTMAN,
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W. D. Duble,

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WM. E. STRAUTMANN,

Central Trust and Safe Deposit

Co.

CHAS. W. DUPUIS,

Assistant Cashier Western German Bank.

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FACULTY

- FAYETTE H. ELWELL, B. A.,

 Dean and Professor of Business Administration and Accounting.
- Frederick Charles Hicks, Ph. D.,

 Professor of Commerce and Finance.
- HERMAN J. GUCKENBERGER, LL. B., Acting Professor of Law.
- GEORGE R. LAMB, Lecturer on Accounting.
- Francis B. James, LL. B., Lecturer on Law.
- E. E. WILLIAMSON,

 Lecturer on Railroad Transportation.
- CHARLES W. DUPUIS,

 Lecturer on Money and Banking.
- JAMES M. HUTTON,
 Lecturer on Stocks and the Stock Market.
- ELDON R. JAMES, B. S., LL. B., Lecturer on Law.
- W. D. Breed, Ph. B.,

 Lecturer on Bonds and the Bond Market.
- OSCAR A. BERMAN, LL. B. Lecturer on Law.

SPECIAL LECTURERS

1908-1909

- Hon. Edward H. Ozmun, U. S. Consul General, Constantinople: "The Consular Service."
- PROF. HERMAN SCHNEIDER, Dean College of Engineering, University of Cincinnati:

 "The Co-Operative Idea in Education."
- MR. JOHN WELD PECK, Peck, Shaffer & Peck, Attorneys: "The Legality of Bond Issues."
- Mr. Theodore Baur, Jr., First National Bank: "Foreign Exchange."
- Mr. Phillip Hinkle, Trust Officer, Central Trust and Safe Deposit Co.: "Trust Functions."
- Mr. Ernest A. Weier, The Balwin Co.: "Labor Unions."
- Mr. WILLIAM LODGE, Lodge & Shipley Co.: "The Labor Problem."
- Mr. F. P. Garrison, of the Cincinnati Bar: "Mortgages on Real Estate."

THE COLLEGE

PURPOSE

The Cincinnati College of Finance, Commerce and Accounts was organized in 1906 for the purpose of providing facilities for higher commercial education. It was largely the outgrowth of evening classes which had been held for a number of years under the auspices of the Cincinnati Chapter of the American Institute of Banking.

The time has come when it is worth while for the young man who desires to achieve success in a business career to begin by learning what the experience of others has to teach. The saving of waste is an important element in modern industry, and it is in keeping with this idea that the wasteful method which requires business men to learn everything anew for themselves through their own experience should give place to a system which provides opportunity for each generation to know the results of the efforts of the preceding generation, thereby enabling it to start somewhat in advance of where its predecessor did, and so to attain larger results.

There are, of course, many phases of business which every man must learn for himself, but business experience has developed principles and methods of procedure which can be taught. Moreover, these principles and methods have become so far standardized as to constitute a useful foundation upon which to build the experience of the individual.

In this respect, an interesting parallel may be drawn between preparation for the legal and medical professions, on the one hand, and preparation for a commercial career, on the other. Not very many years ago it was believed that training for law could best be secured in the office of a practicing attorney, and training for medicine, in the office of a physician. To-day, those desiring to enter these professions avail themselves of the facilities offered by the colleges of law and of medicine. None of these colleges professes to qualify its graduates to become at once leaders in their respective pro-

fessions. To their college training must be added practical experience. Yet few, if any, now question that the preparation afforded by such institutions makes possible more rapid progress in the practice of those professions, and, what is even more important, a far greater ultimate achievement.

In like manner, colleges for commercial training do not undertake to turn out ready-made captains of industry, but they do expect to assist in laying a foundation which, when combined with the training of practical experience, will enable the business man to attain larger results.

Furthermore, it is becoming increasingly apparent that for a community or a country to maintain a position among the leaders of the business world, it must make provision for a thorough, comprehensive commercial education.

The English Association of Chambers of Commerce declared: "That in the opinion of this Association it is desirable that young persons intended for commercial careers should, besides passing through the ordinary curriculum of a secondary school, be specially instructed in subjects appertaining to commerce."

Perhaps the best example of the national importance of commercial education is afforded by Germany. There is no more striking feature of the commercial history of recent times than the rapidity with which Germany, despite many disadvantages, has forged to the front and taken a place as one of the foremost commercial nations. It is a well established fact that the German system of industrial and commercial education has been a prime factor in securing this result.

Hon. Frank H. Mason, United States Consul-General at Berlin, stated that the German merchants and manufacturers who came to this country at the time of the Louisiana Purchase Exposition to examine American business, were surprised most of all by "the absence of any adequate system of special education for commerce, banking, and for trade." These investigators expressed the opinion that the reliance by Americans "on a general and more or less superficial education, together with natural adaptability, to fit young men for almost every walk in life, and the lack of specialized study" would, "if persisted in, neutralize much of the advantage which the country enjoys through natural resources and advantageous geograph-

ical position for the South American, Mexican and Asiatic trade." They reported to their fellow countrymen "that, on the whole, the 'American Danger' had been greatly exaggerated, and that a steadfast adherence by Germany to the educational system and methods then in practice would leave the Fatherland little to fear in future competition with American goods." Whether the view thus expressed is correct or not, it is significant of the importance attached to commercial education by one of our leading competitors in the contest for the world's commerce.

That the people of this country are rapidly coming to recognize the value of special education for business is shown by the widespread movement to supply such training through the establishment of special colleges therefor, and through the introduction of courses in commerce in existing institutions. Dartmouth College, New York University, the Universities of Pennsylvania, Michigan, Illinois, Wisconsin, Chicago, Harvard University, and others, have already provided courses of training for business.

GENERAL PLAN

The College offers afternoon and evening courses in business administration, accounting, commercial law, finance and commerce. Up to the present time specially selected courses only have been given. Arrangements are now being made for a systematic curriculum, leading to a degree, the requisite courses for which will be added in the near future.

The plan contemplates three years' work for graduation—a full year's work consisting of five courses of two hours each per week for two terms. Attendance upon the classes will not be limited to students who enter with a view to graduation. On the contrary, the requirements for entrance have been fixed so as to bring the work offered within the reach of every young man who is capable of undertaking it. Moreover, it is not expected that all who pursue the regular course for graduation will devote five evenings a week to the work. Those who desire, will be allowed to take less than the full work, thereby extending their study over more than three years.

The curriculum has been planned with the idea that

students should begin by acquiring a knowledge of the fundamental principles of the various subjects that are essential to preparation for business. Accordingly, the first year's work for regular students taking the full schedule consists of the first two courses in each of the several subjects mentioned above: Administration, Accounting, Commerce, Commercial Law and Finance. All students are recommended to take these fundamental courses so far as possible before proceeding to the more advanced work of any department.

The general regulations and the courses offered are described in detail in the following pages, subject to such changes as circumstances may require.

GENERAL REGULATIONS

ENTRANCE REQUIREMENTS

The courses offered are open to all young men who are qualified to pursue them with profit. The College exists for the purpose of increasing the efficiency of those who contemplate entering business, or who are already engaged in such a career. Accordingly, its facilities are available to any young man whose training, either in a preparatory school or in actual business, is such as to enable him to utilize them to advantage.

It is, however, highly advantageous in preparing for a commercial career to follow a systematic and intensive course. To this end, the College offers a carefully arranged curriculum leading to graduation, the requirements of which are such as to insure, so far as possible, a high standard of efficiency in its graduates. Students who are candidates for graduation are designated regular students; those taking specially selected courses only are designated special students. The following are the entrance requirements for each of these classes respectively:

Regular Students. Young men are admitted as regular students, candidates for graduation, either (1) upon the presentation of credentials showing the satisfactory completion of a course in a high school, or other similar institution, of good standing, or (2) upon passing examinations in subjects equivalent to those required for graduation from such a school.

Work in book-keeping and commercial geography will be counted for admission, and students are recommended to include these subjects in their preparatory courses.

Special Students. Young men are admitted as special students upon giving to the Dean and the instructors concerned satisfactory evidence of their fitness to pursue the courses desired.

Special students who complete the entrance requirements for regular students may be enrolled as candidates for graduation.

FEES

The year is divided into two terms. The charge per course is \$15.00; for each additional course, \$10.00.

The tuition fee is \$75.00 per year, or \$40.00 per term. This entitles the student to take the full curriculum of ten hours a week.

GRADUATION

For graduation, students are required to obtain sixty credits, one credit being given for the satisfactory completion of one hour of class work per week for one term. The sixty credits must include:

- (1) Twenty credits for Courses 1 and 2 in each of the departments of Accounting, Administration, Commercial Law, Commerce and Finance;
- (2) At least sixteen additional credits in some one of these five departments; and
- (3) Twenty-four credits to be secured by taking such courses in any or all of the departments named as the student may elect.

Work of a similar character done in other institutions of approved standing will be accepted for graduation, but no student will be graduated who has not obtained in this institution at least the last twenty of the sixty credits required.

Certificates of Graduation. Students who obtain the sixty credits for class work described above, passing the requisite examinations therein, will receive a certificate of graduation.

Certificate of American Institute of Banking. Under the regulations of the American Institute of Banking, the results of examinations in Practical Banking and Political Economy, conducted by the College of Finance, will be accepted as the Institute preliminary and final examinations in these subjects for the Institute certificate of proficiency.

STUDENT MEETINGS

Throughout the year, the students expect to give a series of smokers and dinners, to be held at least monthly. At such affairs men of prominence will speak upon subjects of interest to the student body. The following meetings have been arranged, all on Saturday evenings—October 2 and January 22, Smokers; October 16, November 20, December 18, February 19, March 19, and April 16, Dinners. The Annual Senior Dinner will be held Thursday evening, May 12th.

SCHEDULE OF COURSES

(Where no time is stated, classes are held in the evening from 7:30 to 9:30.)

FIRST TERM

Monday 4:30 to 6:30—Accounting, 1a—Principles of Accounting,
Part I.

Commerce, 1a—Elements of Economics.

Tuesday 6:30 to 7:30—Commercial Law, 1a—Contracts.

Accounting, 1a—Principles of Accounting,
Part I.

Wednesday Finance, 1a—Money.

Administration, 3a—Salesmanship and Advertising.

Thursday Administration, 1a—Elements of Business Organization.

Finance, 3a—Stocks and the Stock Market.

Friday 6:30 to 7:30—Commercial Law, 4a — Commercial and Banking Paper.

Accounting, 3a—Auditing.

SECOND TERM

Monday 4:30 to 6:30—Accounting, 2b—Principles of Accounting,
Part II.

Commercial Law, 2b—Agency and Sales.

Commerce, 2b—Transportation.

Tuesday 6:30 to 7:30—Commercial Law, 1b—Contracts.

Accounting, 2b—Principles of Accounting,
Part II.

Wednesday
Finance, 2b—Banking.

Administration, 4b—Labor Problem.

Thursday

Administration, 2b—Buying, Credits and Collections.

Finance, 4b—Bonds and the Bond Market.

Friday 6:30 to 7:30— Commercial Law, 4b—Commercial and

Banking Paper.

Accounting, 4b—Cost Accounting.

DESCRIPTION OF COURSES

ACCOUNTING

1a. Principles of Accounting.—Part I. Tuesday evening, 7:30-9:30; Monday afternoon, 4:30-6:30. First Term. Mr. Elwell.

A study of the fundamental principles of accounting with constant practice in their application. The class will consider the methods of accounting adapted to various kinds of business, working out in that connection a complete series of transactions in forms specially prepared for that purpose.

Special attention will be given to the theory of accounting which will include the basis of accounts, trial balance, statement and balance sheet, capital and revenue, reserve funds and accounts, sinking funds, income and expenditure, depreciation and appreciation, etc.

The practical work is divided as follows:

- 1. Opening partnership accounts; balance sheets; manufacturing, trading, and profit and loss accounts; reserves, depreciation, admission of new partners, realization and liquidation accounts, adjustment ledger and accounts.
- 2. A manufacturing business, cost and stock accounting, statement of affairs and deficiency account; joint accounts; partnership adjustments; sale of business to a corporation.

Text books: Cole, Accounts, Their Construction and Interpretation; Dennis, Practical Accounting.

Reference books: Lisle, Accounting in Theory and Practice; Sprague, The Philosophy of Accounts; Rahill, Corporation Accounting and Corporation Law; Dicksee, Advanced Accounting; Hatfield, Modern Accounting.

A knowledge of the principles of bookkeeping is a pre-requisite to entering the course in accounting.

2b. Principles of Accounting.—Part II. Tuesday evening, 7:30-9:30; Monday afternoon, 4:30-6:30. Second Term. Mr. Elwell.

This course is a continuation of course 1a, by which it must be preceded.

The subjects treated are:

- 1. Corporation accounts; capital stock; stock transfers; dividends; sale of business; good will and various treatment of same.
- 2. Commission accounting, embracing accounts kept in two or more moneys; analyzing ledger accounts; receivers' and executors' accounts.

Text books: Same as for 1a.

Reference books: Same as for 1a.

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3a. Auditing. Friday evening, 7:30-9:30. First Term.

Mr. Elwell and Mr. Lamb.

Objects of an audit: the general treatment of the various books of entry and their several accounts; the different classes of audits, such as commercial, mining, financial, public service, traffic, executor's and trustee's accounts; examinations and investigations attending the sale of a business, the appointment of a receiver, and the improvement of the general system of accounts; the preparation of auditor's reports. The auditor: qualifications, rights and duties, certification and liability. The C. P. A. questions in auditing will be taken up and considered.

Text book: Dicksee, Auditing (American edition).

Reference books: Pixley, Auditors, Their Duties and Responsibilities; Renn, Practical Auditing.

Course 3 is open to students who have completed courses 1 and 2.

4b. Cost Accounting. Friday evening, 7:30-9:30. Second Term.

Mr. Elwell and Mr. Lamb.

The importance of knowing the exact cost of production and the resulting advances in factory accounting; economic functions of cost accounting; various methods employed depending upon the nature of the goods manufactured; relation of commercial and cost books; advantages of the card system; raw material is treated in relation to purchase, record of stock on hand and consumption in the process of manufacture; labor in relation to costs, records and distribution, with special consideration of the various methods of paying labor; the methods of distributing burden, administrative and selling expense over the manufactured article. After a thorough consideration of the general features common to all systems of cost and accounting, a study will be made of the special systems employed in the leading industries.

Text book: Arnold, Factory Manager and Accountant.

Reference books: Hawkins, Cost Accounts; Arnold, Complete Cost-keeper; Garcke and Fells, Factory Accounts (5th edition).

Course 4 is open to students who have completed courses 1 and 2.

ADMINISTRATION

1a. Elements of Business Organization and Administration. Thursday evening, 7:30-9:30. First Term. Mr. Elwell.

A study of the essential features of business organizations, its purposes and advantages; the general features of efficient organization common to the different types—individual, partnership and corporation—will be taken up and analyzed. The organization of special lines of business will be studied, such as:

Factory Organization and Shop Management—The aim of factory organization; military and functional management; the different departments of the factory and shop—purchasing, receiving, planning, production, accounting, sales and shipping—will be studied.

Cost accounting as the basis of scientific and economical production will be described and illustrated. Raw material, labor, burden, selling and general expense are treated in detail.

Wholesale and Retail Establishments—Their organization and management; department stores; various methods of management.

Railways and Waterways—General organization of railroads; the different types of administration of the several systems, depending largely on the personality of the officers; the organization of ocean commerce.

Trust companies, building and loan associations and other credit institutions.

2b. Buying, Credits and Collections. Thursday evening, 7:30-9:30; Second Term.

Mr. Elwell.

Importance of good buying; organization of purchasing department; system in buying; buyer's qualifications; essentials and general rules of buying. The theory of credit; discussion of the main divisions of credit—banking, capital, public, personal and commercial; organization of the credit department; sources of credit information; the analysis of credits; methods of safeguarding credits; credit insurance; the credit man—qualifications, duties and methods of accomplishing his work; methods of collection; the national bankruptcy act.

Text book: Prendergast, Credit and Its Uses.

Reference books: Clifford, Buying; Lewis, The Credit Man and His Work; Zimmerman, Credits and Collections.

3a. Salesmanship and Advertising. Wednesday evening, 7:30-9:30. First Term. Mr. Elwell.

The purpose of this course is to give the student practical insight into salesmanship and advertising; the main divisions of selling-retail, wholesale specialty and promoter; the selling organizations of retail and wholesale establishments; the four divisions of a sale; the attributes of a successful salesman; analysis of goods; methods of educating salesmen; compensation, salary or commission; mail order selling; circular and form letters—their construction and use; follow up letters; the preparation of catalogues; the laws governing sales, such as caveat emptor, statute of frauds, stoppage in transitu, warranty and agency. History and growth of advertising; psychology of advertising; selling points of articles and how they are used in the advertisement; copy and its preparation; various engraving processes; general principles of typographic display; the most common mediums employed-newspapers, magazines and trade papers-considered as to class, circulation, rates and returns. The advertising of wholesale and retail establishments will be given special attention. The advertising agency—its history, position and value.

FINANCE, COMMERCE AND ACCOUNTS.

4b. The Organization and Efficiency of Labor. Wednesday evening, 7:30 to 9:30. Second Term.

Mr. Elwell.

A study of the relation between employer and employee; methods of payment and their effect upon efficiency, organizations of laborers and of employers, strikes and boycotts, systems of collective bargaining and arbitration. Attention will be given also to the legal status of labor controversies, especially to employer's liability.

Text book: Adams and Sumner, Labor and Laboring Classes.

Reference books: Jevons, The State in Relation to Labor; Reports of the Industrial Commission; Reports of the U.S. Bureau of Labor.

COMMERCE

1a. Elements of Economics. Monday evening, 7:30-9:30. First Term.

Mr. Hicks.

A study of some of the fundamental principles of business. The course will include a consideration of the following subjects:

- 1. An analysis of the nature and laws of value and price and of competition and monopoly and their influence upon price.
- 2. The general requisites for the efficient production of wealth, both with respect to a supply of commodities and a demand for them; the agents of production—labor and capital; the organization of industry; the importance of incentive and the conditions upon which it depends; and the economic service of scientific investigation and advertising.
- 3. The principles determining the sharing or distribution of wealth. The basis of distribution, the shares in distribution and the law of distribution. Rent, interest, wages and profits.
- 4. A summary of the industrial development of England and the United States.
- 5. The government and business, with special reference to the proper limits of public or collective and of private or individual control. There will be included a brief discussion of the plans proposed by the socialists and by those who advocate a single land tax with a view to government ownership of land.

Reference books: Seager, Introduction to Economics; Seligman, Principles of Economics; Hicks, Lectures on Economics.

2b. Railroad Transportation. Monday evening, 7:30-9:30. Second Term. Mr. Williamson.

The subjects treated in this course are:

1. The nature and scope of transportation; the origin of the American railway, its growth and the present railway system of the United States.

- 2. The railway corporation and its charter; railway capitalization, earnings, expenses and dividends; railway freight, passenger and express service; the accounts and statistics of the railway service.
- 3. Theory of rates and fares; rate making in practice; freight classifications; railway competition, pools and traffic associations.
- 4. Demurrage and car service; bills of lading and contracts; the handling of claims.
- 5. Railway regulation by the state and national government; the Interstate Commerce Act.

Text book: Johnson, American Railway Transportation.

Reference books: B. H. Meyer, Railway Legislation in the United States; H. R. Meyer, Government Regulation of Railway Rates; Judson, The Law of Interstate Commerce and its Federal Regulation; Ripley, Railway Problems.

COMMERCIAL LAW

1a. Contracts. Tuesday evening, 6:30-7:30. First and Second Terms.

Mr. Guckenberger.

This course begins with a brief analysis of law and a description of the place of contract in jurisprudence. It then takes up the essential elements in the formation of contracts; offer and acceptance; form and consideration; contracts that must be in writing under the statute of frauds; the capacity of infants, corporations and others to contract; the reality of consent as affected by mistake, fraud, undue influence and duress; and illegality because in violation of the statutes or of the common law, or contrary to public policy, or fraudulent. There follows a consideration of the operation of contracts; their interpretation and construction; and the various modes of discharge of contracts, by agreement, by performance including payment and tender, by impossibility of performance, by operation of law, and by breach. The course concludes with a discussion of breach of contract, damages and specific performance.

This course should precede all other courses in commercial law.

Reference books: Huffcutt, Anson on Contracts; Huffcutt and Woodruff, American Cases on Contract.

2b. Agency and Sales of Personal Property. Monday evening, 7:30-9:30. Second Term. Mr. E. R. James.

The subjects to be considered in this course are:

The purposes for which an agency may be created; who may be principal and agent; the appointment of agents; the authority of an agent by ratification; the delegation of authority by the agent; the termination of the agency by acts of the pricipal or of the agent and by the death, insanity or bankruptcy of principal or agent; the nature

and extent of the authority; the construction of the authority to sell land or personal property, to buy, to collect or to receive payment, to make negotiable paper, to manage business; the execution of the authority; the duties of the agent to the principal and of the principal to the agent; the duties and liabilities of the agent and of the principal to third persons; the duties and liabilities of third persons to the agent and to the principal.

Sales; formation, formalities and subject matter of the contract, statute of frauds, existing and future goods; the price; conditions and warranties; sale by description, by sample. Transfer of property as between seller and buyer; transfer of title. Performance of the contract; time, place and manner of delivery; delivery to a carrier, rights to examine; what constitutes acceptance. Rights of unpaid seller against the goods; unpaid seller's lien; stoppage in transitu, resale by seller, recission by the seller. Actions for breach of the contract; remedies of the seller; remedies of the buyer.

Text books: Mechem, Outline of Agency; Uniform Sales Act. Reference books: Mechem on Agency and Cases on Agency.

3a. Corporations and Partnership. Tuesday evening, 7:30-9:30. First Term.

Mr. Berman.

This course will include a comprehensive view of the partnership as a legal entity and the general principles of the law applicable thereto, not so much for the knowledge of partnership law as for a basis for a thorough study of corporations, to which the greater portion of the course will be devoted, the chief aim being to give the student by contrast a thorough understanding of the advantages and the disadvantages of the partnership and the corporation as business organizations. Throughout the course special attention will be given to the statutory and common law of Ohio. The concluding lectures will be devoted to a study of the procedure for, and a discussion of some of the practical questions involved in, the organization of Ohio corporations.

The course will cover the following topics:

- 1. Partnership—Definition; history; the partnership relation: the firm, its name, powers and property; mutual rights, duties and liabilities of partners; rights and liabilities as to third persons; nature and extent of firm liabilities; retirement and admission of partners; death of partner and surviving partners; collection and disposition of assets; obligations of firm; rights and liabilities of survivor as to estate of deceased; survivor as executor or administrator; rights and liabilities incident to winding up business; continuance of business of firm; name and good will of firm; dissolution, settlement and accounting; limited partnerships and joint stock companies.
- 2. Business Corporations—The corporation system; ends sought by incorporation; desirable features of corporate form; limited liability;

legal entity of corporation; permanence; stock system; corporate mechanism. Subscription lists and contracts; nature of subscription contract; form of subscription; underwriting agreements; contracts prior to incorporation; status of corporation upon organization; status of contracting parties; agreements between incorporators; dummy incorporators; promoters' contracts; option contracts; trustees' contracts; effect of failure to incorporate. Stock; the capitalization; various basis of capitalization; form of capitalization; bond issues; financial exigencies; the stock system; capital stock; shares; certificates; unissued, issued and full paid stock; common and preferred; treasury stock; other classifications. Stockholders; status; functions; rights; powers; relation to directors; liability to creditors. Directors; right to, and tenure of, office; powers; mode of action; meetings; obligations as fiduciaries; right to prefer themselves as creditors; contracts with corporation; contracts between corporations having common directors; breaches of trust; liability for negligence; liability to credi-Sundry considerations; protection of minority; incorporating a partnership; consolidation and amalgamation of corporations; dissolution and reorganization.

- 4b. Law of Commercial and Banking Paper. Friday evening,, 6:30-7:30. First and Second Terms. Mr. F. B. James and Mr. Guckenberger. The following is the outline of this course:
- 1. Negotiable instruments payable in money. This will include:
 (a) the general rules governing all negotiable instruments treated under the following heads: form and interpretation; consideration, negotiation; rights of holder; liabilities of parties; presentation for payment; notice of dishonor; discharge of negotiable instruments; (b) drafts (bills of exchange), treated under the following heads: form and interpretation; acceptance; presentation for acceptance; protest; acceptance for honor; payment for honor; bills in a set; (c) promissory notes, bonds, checks and certificates of deposit treated under the following heads: form and interpretation; general provisions.
- 2. Negotiable instruments payable in securities. There will be considered: warehouse receipts, bills of lading and certificates of stock, the issue of, rights and obligations under, negotiation and transfer of.

FINANCE

- 1a. Money. Wednesday evening, 7:30-9:30. First Term. Mr. Dupuis. This course will include a study of the following topics:
- 1. The nature of money, the service it renders as a standard of value and as a medium of exchange, the nature and effect of legal tender provisions, the relation of money to general commodity prices.

- 2. Standard money, its nature and history, the modern tendency to adopt the gold standard, foreign exchange and the supply of standard money, value of the standard and measurement of movements in its value, monometalism and bimetalism, present coinage system of the United States.
- 3. Credit and fiat money. Relation of fiat money to the commodity standard of value, notable experiments in the use of fiat money; government and commercial issues of credit money, the leading systems of bank note issues, summary of history of banks of issue in the United States. National bank note system, proposed modifications.

Reference books: White, Money and Banking; Johnson, Money and Currency; Jevons, Money and the Mechanism of Exchange; Shaw, The History of Currency.

2b. Banking. Wednesday evening, 7:30-9:30. Second Term.

Mr. Dupuis.

The functions and methods of modern banks. There will be included a description of the organization and various departments of banks; national and state banks; savings banks and trust companies; discounts and deposits; the various forms of bank paper, drafts, certificates of deposit, letters of credit and others; and foreign exchange. The leading banking systems will be compared and the problems of modern banking will be considered.

Text book: Fiske, The Modern Bank.

Reference books: Dunbar, Chapters in the History and Theory of Banking; Conant, History of Modern Banks of Issue; Goschen, Foreign Exchanges; Clare, A B C of the Foreign Exchanges; Cleveland, The Bank and the Treasury; Barrett, Modern Banking Methods.

3a. Stocks and the Stock Market. Thursday evening, 7:30-9:30. First Term.

Mr. Hutton.

A study of the securities issued by national, state and municipal governments, and by railroads and other industrial corporations.

The various classes of stocks will be described with special reference to their issue, the conditions determining their legality, the rights and obligations of issuer and purchaser, and the use of such securities as collateral, for investment, and for speculation.

A detailed description will also be given of the security market the organization and methods of the stock exchange, the qualifications essential to success in dealing in securities.

The course will afford a practical and comprehensive insight into the banking and brokerage business and will be of value also as an aid to investors in the purchase of securities with a view to their income-producing capacity. 4b. Bonds and the Bond Market. Thursday evening, 7:30-9:30. Second Term.

Mr. Breed.

The nature of investment, including a comparison of investment for income and investment for profit; the various kinds of bonds and the relation of each to the requirements of investment for income; the issue of bonds, with special consideration of the question of legality; bond dealers and the methods of estimating values, including the use of tables of bond values; bond markets and the purchase, sale and delivery of bonds.

LANGUAGES

Arrangements will be made to provide facilities for the study of German, French and Spanish, with a view to acquiring the ability to use these languages in commercial transactions. Credit towards graduation will be given for such work.

CERTIFIED PUBLIC ACCOUNTANT ACT

This College offers courses especially qualifying persons to pass the examinations required by this Act.

A Bill to establish an Ohio state board of accountancy for the regulation of the practice of the profession of public accounting.

Be it enacted by the General Assembly of the State of Ohio:

Section 1. That any citizen of the United States, or person who has duly declared his intention of becoming such citizen, being over the age of twenty-one years, of good moral character, a graduate of a high school or having received an equivalent education, who has had at least three years' experience in the practice of accounting, and who shall have received from the state board of accountancy, as hereinafter provided, a certificate of his qualifications to practice as a public expert accountant, shall be styled and known as a certified public accountant; and no other person or persons shall assume such title or use the abbreviation, "C. P. A.," or any other words or letters to indicate that the person using the same is a certified public accountant.

SECTION 2. On or before the first day of July, one thousand nine hundred and eight, the governor shall appoint three persons, not more than two of whom shall belong to the same political party, to constitute and serve as a state board of accountancy. The members of such board shall be persons skilled in the knowledge, and practice of accounting and actively engaged as professional public accountants within the state of Ohio. One member of such board shall be appointed for one year, one member for two years and one member for three years, and upon the expiration of their respective terms their successors shall be appointed for a term of three years. In case of a vacancy caused by resignation or otherwise, the governor shall fill such vacancy by appointment for the unexpired term. Immediately upon its appointment the board shall organize by choosing one of its number as president and one as secretary and treasurer. retary and treasurer shall give bond in such sum as the board may determine. The board shall keep a complete record of all its proceedings.

SECTION 3. An examination in "theory of accounts," "practical accounting," "auditing" and "commercial law as affecting accountancy," for applicants for such certificates, shall be held annually; but, if not less than five months after the annual examination, three or more persons apply to the board for certificates, the board shall hold an examination for such applicants. The time and place of each examination shall be fixed by the board.

Section 4. The board shall charge for the examination and certificate provided for in this act, a fee of twenty-five dollars. Such fee shall be paid to the treasurer of the board at the time of filing the application. In no case shall the examination fee be refunded, but an applicant may be re-examined within eighteen months from the date of his application without the payment of an additional fee. From the fees collected, as herein provided, the board shall pay all expenses incident to such examinations, the expenses of preparing and issuing certificates, and to each member of the board, for the time actually expended in performing his duties, a sum not exceeding five dollars per day and his necessary traveling expenses. But in no case shall the expense incurred by the board or the compensation or traveling expenses of the members thereof, be a charge against any fund of the state.

Section 5. Any person who files his application within six months after the organization of the board and is at the time of filing such application a public accountant, and has practiced the profession of public accounting for at least three years, shall file with his application proof of such facts and proof that his general and special education is at least equal to the standard prescribed by this act. If the board shall be satisfied that the statements contained in such application and proofs are true and that the applicant possesses the general and special education required by the standards herein prescribed, it shall issue to the applicant a certificate as a certified public accountant without further examination.

SECTION 6. Any person who is a citizen of the United States or has declared his intention of becoming such citizen, over twenty-one (21) years of age, of good moral character, and who has complied with the rules and regulations of the board, and who holds a valid and unrevoked certificate as a certified public accountant issued by or under the authority of any other state, or of the United States or the District of Columbia, or any territory of the United States, or by or under the authority of a foreign nation when the board shall be satisfied that their standards and requirements for a certificate as a certified public accountant, are substantially equivalent to those established by this act, shall receive from the board a certificate as a "certified public accountant," and such person may thereafter practice as a certified public accountant and assume and use the name, title and style of "certified public accountant" or any abbreviation or abbreviations thereof, in the state of Ohio.

Section 7. The state board of accountancy may revoke any certificate issued under this act for sufficient cause, provided that written notices shall have been mailed to the holder of such certificate at his last known address at least twenty days before any hearing thereon, stating the cause of such contemplated action, and appointing a time for a hearing thereon by the board; and, provided further, that no certificate issued under this act shall be revoked until such hearing shall have been held.

Section 8. If any person shall represent himself as having received a certificate as provided in this act, or shall practice as a certified public accountant or use the abbreviations "C. P. A.," or any other similar words or letters to indicate that the person using the same is qualified to practice in this state as a certified public accountant without having received such certificate as provided for by this act, or if any person having received a certificate as provided in this act, and having thereafter lost such certificate by revocation as herein provided, shall continue to practice as a public accountant, he shall be fined not less than ten dollars (\$10.00) and not exceeding one hundred dollars (\$100.00) for each offense.

SECTION 9. Nothing herein contained shall be construed so as to prevent any person from being employed as a public accountant within this state.

STUDENTS 1908-1909

T. II. Assess
J. H. Assel The C. Moerlein Brewing Co.
Frank P. AtkinsAtkins & Pearce Mfg. Co.
A. EDGAR AUBS. Kuhn & Sons.
C. S. Bailey The Cincinnati Transfer Co.
W. L. Ballmann Provident Savings Bank & Trust Co.
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GEO. C. BAUER The Union Savings Bank & Trust Co.
WM. Beiser Western German Bank.
Henry Bentley614 Mercantile Library Bldg.
OSCAR A. BERMAN1404 First National Bank Bldg.
H. J. Blum The Globe Wernicke Co.
R. J. BlumKirk & Blum.
PHILIP Bock Western German Bank.
J. EDWIN BOOTHECovington High School, Covington, Ky.
W. R. Bradford, Jr Procter & Gamble.
HARRY L. BRANDTThe Cincinnati Butchers Supply Co.
JOHN P. H. Brewster German National Bank.
E. H. Broerman The Alms & Doepke Co.
WM. E. Brotherton Rodgers, Brown & Co.
J. L. Burdick The Bauer Ice Cream Co.
ROBT. W. CREIGHTON The Fleischmann Co.
EDWARD J. CLYNEThe Bullock Electric Co., Norwood, O.
W. CLYDE CRON Market National Bank.
W. H. CROWTHER The Central Trust & Safe Deposit Co.
DAVID DAHMANNAtlas National Bank.
ELMER C. DOLLE L. M. Prince.
THOS. F. DOWD World Mfg. Co.
O. J. DREYER The Globe Wernicke Co.
Dennison Duble848 Lincoln Ave.
CHAS. W. DUPUISWestern German Bank.
WALTER F. EBERLE Union Central Life Insurance Co.
John F. Egan Rheinstrom Bros.
Law. F. EnnekingThe Peoples Bank & Savings Co.
Louis A. Erbe
OSCAR FENDER German National Bank.
ELMER FIEBER First National Bank.
WM. C. FORTMUELLER The American Diamalt Co.
J. C. FroelichGerman National Bank.
Aug. Geile, Jr
CHARLES J. GESSING, JR The John H. Hibben Dry Goods Co.
CECIL M. GIDEONH. Harig & Co.
GEO. M. GOETZGerman National Bank.
JOHN J. GRAU The Union Savings Bank & Trust Co.
GEO. GRIESHABER The Cincinnati Butchers' Supply Co.
- Carlotte C

GEO. GUCKENBERGER, JR	.F. C. Broerman & Co.
H. J. GUCKENBERGER	
	The Alms & Doepke Co.
	Rising Sun Deposit Bank, Rising Sun, Ind.
E. G. HINES	
	Cincinnati Milling Machine Co.
John S. Horst	
FELDIE KATZ	
BRAUGH E. KELLEY	
EDW. KEENAN	
	Union Savings Bank & Trust Co.
WM. KLEMENT	
CARL KLEVE, JR	
	.The Putnam Hooker Co.
EDWARD KNAUFT	
George Krieg	
FRANK KROGER	
GEO. S. LOTT	
D. J. LYONS	
	.The Central Trust & Safe Deposit Co.
MALCOLM McDonell	.The Dolly Varden Chocolate Co.
	.The Cin. Gas Coke, Coal & Mining Co.
STUART WALKER MANSS	First National Bank of Cheviot.
WM.R. MARQUARDT	The Cincinnati Butchers' Supply Co.
ARTHUR MASSA	Market National Bank.
C. F. MATHES	. German National Bank.
HENRY MERGLER	.Union Savings Bank & Trust Co.
W. V. Morrow	.The Commercial Tribune.
J. B. Newton	.Atlas National Bank.
Fred. J. Ott	.Ault & Wiborg Co.
Robt. J. Отт	.Atlas National Bank.
FRANK OTTERMANN	First National Bank.
WM. PFEIFFER	.Western German Bank.
A. WM. PIGNEGUY	.The Union Savings Bank & Trust Co.
L. G. PUCHAT	.Market National Bank.
HARRY J. W. PUNCH	. German National Bank.
G. P. RAUM	Northern Pacific Railway.
Edw. J. Reiss	. American Paper Co.
C. A. RENSMAN	.Union Savings Bank & Trust Co.
A. E. REUSS	The W. F. Pothoff Co.
S. RICHARDSON	Graf, Morsbach & Co.
	. Union Savings Bank & Trust Co.
	.C. C. St. L. Ry. Co., Delhi, O.
MAX C. RIEKER	. Citizens National Bank.
FRANK H. ROBERTS	-
	. Hart Bros. Tibbetts Herron & Co.
HARPER G. Ross	. The J. A. Fay & Egan Co.

ALFRED SCHELLINGER Lowmans Sons.
C. S. SCHMALSTIG Times-Star Building.
HERMAN SCHMIDTThe Cincinnati Butchers' Supply Co.
CHAS. A. SCHMITTHENNER Market National Bank.
G. SchraffenbergerGerman National Bank.
WM. B. SCHUTTE Alms & Doepke Co.
A. F. SchwierAtlas National Bank.
HOWARD SEBASTIAN The Fleischmann Co.
Albert G. Seekatz Levi & Ottenheimer.
WILBUR SHEPHERDFerdinand Wertheimer & Sons.
C. W. SiebernThe Crane & Breed Mfg. Co.
GEO. E. SMITHBullock Electric Co., Norwood, O.
R. STANLEY SMITHMerchants National Bank.
J. EDWARD SOHN, JR German National Bank.
WILL B. SPARKS Cincinnati Milling Machine Co.
C. C. Sponsell The J. Weller Co.
E. B. STAPLEFORD 5307 Tompkins Ave.
JOHN STEINERTAtlas National Bank.
Jos. Steltenpohl The O. Armleder Co.
WM. L. STOTHFANGHilb & Bauer.
W. E. STRAUTMAN The Central Trust & Safe Deposit Co.
C. C. STREUTKER The Stearns & Foster Co.
Louis Sturla The Fleischmann Co.
H. B. TAAFFE The Stearns & Foster Co.
WM. L. THEDE Union Savings Bank & Trust Co.
HOWARD D. THOMASFirst National Bank.
MORLEY P. THOMPSONThe Baldwin Co.
EDWARD TRESCHThe Jos. R. Peebles Sons Co.
Edwin Tueting Atlas National Bank.
F. Jos. VolzThe Otto Grau Piano Co.
Geo. M. WeberAtlas National Bank.
Edw. C. WehmerWestern German Bank.
DAVID WEIK The Geo. H. Jung Co.
CHAS. L. WESTERMAN Union Savings Bank & Trust Co.
ALBERT WIDMANN Western German Bank.
ARTHUR F. WINSTEL Harrison Bros. Co., Inc.
WALTER R. WOYCKE Union Savings Bank & Trust Co.
SIDNEY A. WRIGHT Wadsworth Watch Case Co., Dayton, Ky.
FRED. W. YOUMANS Chase School, School Principal.

UNIVERSITY OF CINCINNATI

The University comprises the following departments:

- I. The Graduate School.
- II. The McMicken College of Liberal Arts.
- III. The College for Teachers.
- IV. The College of Engineering:

 (Mechanical, Electrical, Civil and Chemical

 Engineering.)
 - V. The College of Law:

 (The Cincinnati Law School.)
- VI. The College of Medicine:

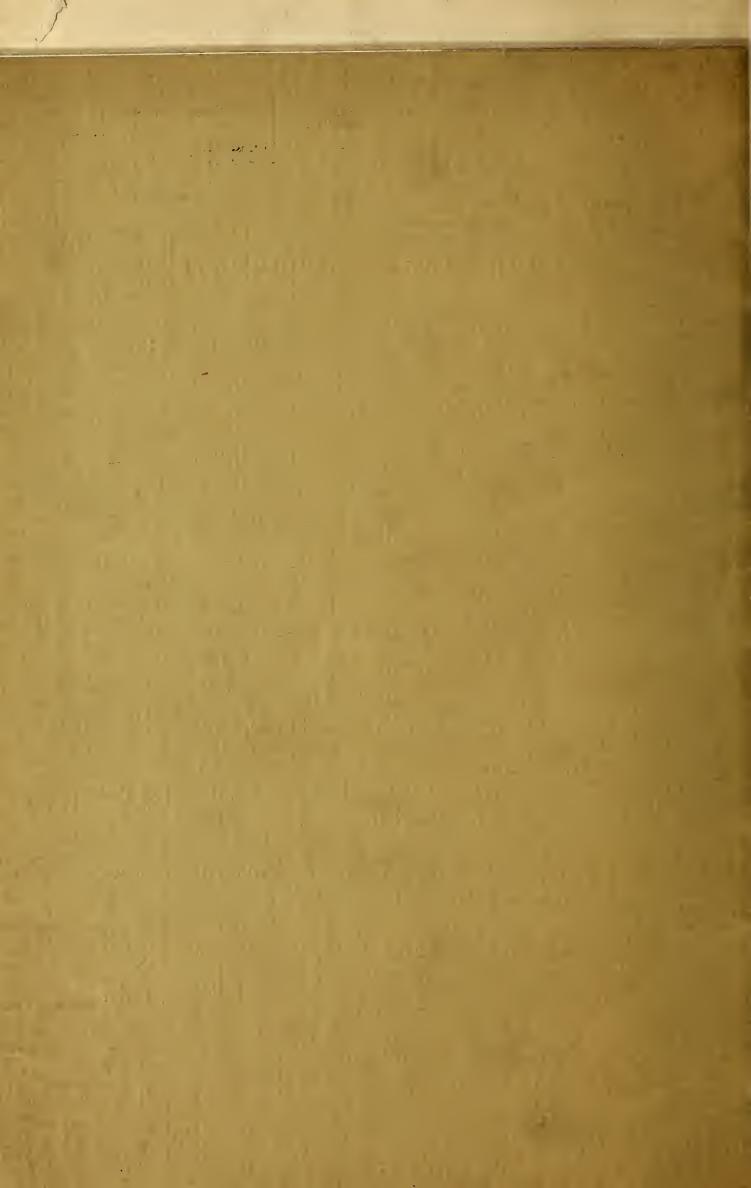
 (Ohio—Miami Medical College.)
- VII. The Department of Clinical Medicine:

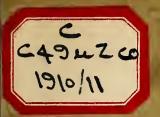
 (The Clinical and Pathological School of the Cincinnati Hospital.)

For the special announcements of the various departments and further information, address,

THE SECRETARY, University of Cincinnati,

Cincinnati, Ohio.





BULLETIN

THE THE SET OF MALES

Vol. IV

SEPTEMBER 1, 1910

No. 1

Cincinnati College of Finance Commerce and Accounts

ANNOUNCEMENT

E V E N I N G S E S S I O N S



ATLAS BANK BUILDING

518 WALNUT STREET

NEXT TO POSTOFFICE



Cincinnati College of Finance

Commerce and Accounts

"A College of Higher Commercial Education and Business Administration"



ANNOUNCEMENT 1910 - 1911



EVENING SESSIONS

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CALENDAR 1910-1911.

FIRST TERM

1910	p	
Sept. 23, 8 P. M.	Friday,	General Meeting. Stu- dents, faculty and trustees.
Sept. 26, 7:30 P. M.	Monday,	First term begins.
Nov. 24,	Thursday,	Holiday. Thanksgiving Day.
Dec. 23,	Friday,	Christmas vacation be- gins.
1911		
Jan. 9,	Monday,	Work resumed.
Jan. 20,	Friday,	First term closes.

SECOND TERM

1911		
Jan. 23,	Monday,	Second term begins.
Feb. 22,	Wednesday,	Holiday. Washington's Birthday.
May 5,	Friday,	Second term closes.

LOCATION.

The College is located on the second floor of the Atlas Bank Building, 518 Walnut street. The office is open every day from 11:30 A. M. to 1 P. M. Evening hours for consultation will be arranged upon request. Inquiries should be addressed to the Secretary of the College of Finance, Commerce and Accounts, 518 Walnut street, Cincinnati, Ohio.

BOARD OF TRUSTEES

- GEO. GUCKENBERGER,

 President Atlas National Bank.
- HARRY T. ATKINS,

 President The Atkins & Pearce

 Manufacturing Co.
- CASPAR H. ROWE,

 Vice-President Market National

 Bank.

 Treasurer The Flesichmann Co.
- WM. HARVEY ANDERSON,

 President The W. H. Anderson

 Co.
- LEOPOLD KLEYBOLTE, R. Kleybolte & Co.
- GUY H. KENNEDY, Certified Public Accountant.
- GEO. H. BOHRER,

 President German National

 Bank.

- GEORGE W. DITTMAN,

 Vice-President Krippendorf
 Dittman Co.
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- E. R. BLAINE,

 President The Blaine Thompson Co.
- W. D. Duble,

 Manager Cincinnati Clearing

 House.
- H. J. GUCKENBERGER, Guckenberger & Garrison.
- WM. E. STRAUTMANN,

 Central Trust and Safe Deposit

 Co.
- CHAS. W. DUPUIS,

 Assistant Cashier Western German Bank.

OFFICERS OF THE BOARD.

GEO. GUCKENBERGER, President.
HARRY T. ATKINS, First Vice-President.
CASPER H. ROWE, Second Vice-President.
CHAS. W. DUPUIS, Secretary.
WM. E. STRAUTMANN, Treasurer,

EXECUTIVE COMMITTEE.

FRANCIS B. JAMES, Chairman. W. D. DUBLE, H. J. GUCKENBERGER.

FACULTY

- HERMAN J. GUCKENBERGER, LL. B., 42 Atlas Bank Building.

 Dean and Professor of Law.
- NATHAN ISAACS, Ph. D, LL. B.,

 Director of Evening School and

 Professor of Finance and Commerce.
- FRANCIS B. JAMES, LL. B., 1001 First National Bank Building.

 Professor of Law.
- FREDERIC CHARLES HICKS, Ph. D., University of Cincinnati.

 Professor of Commerce and Finance.
- CHARLES W. DUPUIS, Western German Bank.

 Professor of Finance.
- FREDERIC R. LEACH, C. P. A.,

 Professor of Accounting.

 911 Neave Building.
- E. E. WILLIAMSON, 400 Chamber of Commerce Building.

 Professor of Commerce.
- OSCAR A. BERMAN, LL. B., 620 First National Bank Building.

 Professor of Business Organization and Law.
- FRED M. YOUMANS, LL. B., Chase School.

 Professor of Commerce.
- W. H. FILLMORE, A. B.,

 Professor of Finance.

 11 St. Paul Building.
- HENRY BENTLEY, A. B., LL. B., 614 Mercantile Library Building. Professor of Business Administration.
- JAMES M. HUTTON, Fourth and Walnut.

 Lecturer on Finance.
- WM. LITTLEFORD, A. M., LL. B., 1001 First National Bank Building.

 Lecturer on Law.
- ELDON R. JAMES, B. S., LL. B., 1713 First National Bank Building.

 Lecturer on Law.
- W. D. Breed, Ph. B.,

 Lecturer on Bonds and the Bond Market.

 320 Walnut Street.
- M. J. HESTER, 301 First National Bank Building.

 Lecturer on Stocks and the Stock Market.
- GEORGE R. LAMB, C. P. A., 405 Traction Building. Lecturer on Accounting.
- ERNEST A. RODEN, 612 Mercantile Library Building.

 Lecturer on Accounting.
- HENRY MERGLER, LL. B., Union Savings Bank and Trust Co. Lecturer on Law.

SPECIAL LECTURERS

- MR. ROGER W. BABSON, Chief Statistician of the Babson System, Boston: "Forecasting Monetary and Investment Conditions as Practiced by Foreign Bankers."
- PROF. H. D. GREELEY, New York University School of Commerce, Accounts and Finance:

"Executor's Accounts."

- MR. JOHN WELD PECK, Peck, Shaffer and Peck, Attorneys: "The Legality of Bond Issues."
- MR. CHAS. T. GREVE, Referee in Bankruptcy: "Bankruptcy."
- MR. WM. C. CULKINS, Former Auditor of Cincinnati: "Uniform Municipal Accounting."
- MR. LEVI C. GOODALE, Superintendent, The Bradstreet Co.: "Securing Credit."
- MR. HENRY BENTLEY, Attorney, Secretary Cincinnati Association of Credit Men:

"The National Association of Credit Men."

- Mr. M. Strauss, Cincinnati Times-Star: "Journalism."
- MR. WM. B. POLAND, Wm. B. Poland & Co.: "Real Estate."
- Mr. R. Mulford, The Blaine Thompson Co.: "Advertising."
- F. E. Webner, F. E. Webner & Co.: "Cost Accounting."
- MR. ALFRED KNIGHT, Auditor, The Flesichmann Co.: "Accounting."
- MR. W. D. DUBLE, Manager, Cincinnati Clearing House: "Functions of the Clearing House:.
- Mr. George Puchta, President, The Queen City Supply Co.: "Salesmanship."
- MR. ALBERT BETTINGER, of the Cincinnati Bar, Vice President, Ohio Valley Improvement Association:
 "Water Transportation."
- MR. JOHN L. SHUFF, Union Central Life Insurance Co.: "Art of Soliciting Life Insurance."
- MR. CHAS. KAYSER, JR., Assistant Auditor, The Fleischmann Co.: "Auditing."
- MR. ROBERT C. McConaughy, LL. B., American Audit Co.: "Auditing."
- H. E. WEIL, Weil, Roth & Co.,:
 "Municipal Bonds."
- E. E. GALBREATH, Vice President, Second National Bank: "Bank Examinations."

THE COLLEGE

PURPOSE

The Cincinnati College of Finance, Commerce and Accounts was organized in 1906 for the purpose of providing facilities for higher commercial education. It was largely the outgrowth of evening classes which had been held for a number of years under the auspices of the Cincinnati Chapter of the American Institute of Banking.

The time has come when it is worth while for the young man who desires to achieve success in a business career to begin by learning what the experience of others has to teach. The saving of waste is an important element in modern industry, and it is in keeping with this idea that the wasteful method which requires business men to learn everything anew for themselves through their own experience should give place to a system which provides opportunity for each generation to know the results of the efforts of the preceding generation, thereby enabling it to start somewhat in advance of where its

There are, of course, many phases of business which every man must learn for himself, but business experience has developed principles and methods of procedure which can be taught. Moreover, these principles and methods have become so far standardized as to constitute a useful foundation upon which to build the experience of the individual.

predecessor did, and so to attain larger results.

In this respect an interesting parallel may be drawn between preparation for the legal and medical professions, on the one hand, and preparation for a commercial career on the other. Not very many yeare ago it was believed that training for law could best be secured in the office of a practicing attorney and training for medicine in the office of a physician. To-day those desiring to enter these professions avail themselves of the facilities offered by the colleges of law and of medicine. None of these colleges professes to qualify its graduates to become at once leaders in their respective pro-

fessions. To their college training must be added practical experience. Yet few, if any, now question that the preparation afforded by such institutions makes possible more rapid progress in the practice of those professions, and, what is even more important, a far greater ultimate achievement.

In like manner, colleges for commercial training do not undertake to turn out ready-made captains of industry, but they do expect to assist in laying a foundation which, when combined with the training of practical experience, will enable the business man to attain larger results.

Furthermore, it is becoming increasingly apparent that for a community or country to maintain a position among the leaders of the business world it must make provision for a thorough, comprehensive commercial education.

The English Association of Chambers of Commerce declared: "That in the opinion of this Association it is desirable that young persons intended for commercial careers should, besides passing through the ordinary curriculum of a secondary school, be specially instructed in subjects appertaining to commerce."

Perhaps the best example of the national importance of commercial education is afforded by Germany. There is no more striking feature of the commercial history of recent times than the rapidity with which Germany, despite many disadvantages, has forged to the front and taken a place as one of the foremost commercial nations. It is a well established fact that the German system of industrial and commercial education has been a prime factor in securing this result.

Hon. Frank H. Mason, United States Consul-General at Berlin, stated that the German merchants and manufacturers who came to this country at the time of the Louisiana Purchase Exposition to examine American business, were surprised most of all by "the absence of any adequate system of special education for commerce, banking and for trade." These investigators expressed the opinion that the reliance by Americans "on a general and more or less superficial education, together with natural adaptability, to fit young men for almost every walk in life, and the lack of specialized study" would, "if persisted in, neutralize much of the advantage which the country enjoys through natural resources and advantageous geograph-

ical position for the South American, Mexican and Asiatic trade." They reported to their fellow countrymen "that, on the whole, the 'American Danger' had been greatly exaggerated, and that a steadfast adherence by Germany to the educational system and methods then in practice would leave the Fatherland little to fear in future competition with American goods." Whether the view thus expressed is correct or not, it is significant of the importance attached to commercial education by one of our leading competitors in the contest for the world's commerce.

That the people of this country are rapidly coming to recognize the value of special education for business is shown by the widespread movement to supply such training through the establishment of special colleges therefor, and through the introduction of courses in commerce in existing institutions. Dartmouth College, New York University, the Universities of Pennyslyania, Michigan, Illinois, Wisconsin, Chicago, Harvard University, and others, have already provided courses of training for business.

GENERAL PLAN

The plan contemplates three years' work for graduation—a full year's work consisting of four courses of two hours each per week for two terms. Attendance upon the classes will not be limited to students who enter with a view to graduation. On the contrary, the requirements for entrance have been fixed so as to bring the work offered within the reach of every young man who is capable of undertaking it. Moreover, it is not expected that all who pursue the regular course for graduation will devote four evenings a week to the work. Those who desire will be allowed to take less than the full work, thereby extending their study over more than three years.

The curriculum has been planned with the idea that students should begin by acquiring a knowledge of the fundamental principles of the various subjects that are essential to preparation for business. Accordingly, the first work for regular students taking the full schedule consists of the first two courses in each of the several subjects mentioned above: Administration, Accounting, Commerce, Commercial Law and

Finance. All students are recommended to take these fundamental courses so far as possible before proceeding to the more advanced work of any department.

The general regulations and the courses offered are described in detail in the following pages, subject to such changes as circumstances may require.

GENERAL REGULATIONS

ENTRANCE REQUIREMENTS

The courses offered are open to all young men who are qualified to pursue them with profit. The College exists for the purpose of increasing the efficiency of those who contemplate entering business, or who are already engaged in such a career. Accordingly, its facilities are valuable to any young man whose training, either in a preparatory school or in actual business, is such as to enable him to utilize them to advantage.

Regular Students. Young men are admitted as regular students, candidates for graduation, either (1) upon the presentation of credentials showing the satisfactory completion of a course in a high school, or other similar institution, of good standing, or (2) upon passing examinations in subjects equivalent to those required for graduation from such a school.

Work in book-keeping and commercial geography will be counted for admission, and students are recommended to include these subjects in their preparatory courses.

Special Students. Young men are admitted as special students upon giving to the Dean and the instructors concerned satisfactory evidence of their fitness to pursue the courses desired.

Special students who complete the entrance requirements for regular students may be enrolled as candidates for graduation.

FEES

The year is divided into two terms. The tuition per course is \$10; or for

1 course	each	term,	i.e.,	2	per	year	\$20,	payable	1st term	\$10,	2d term	\$10
2 courses	6 6	6.6	i.e.,	4	- 66	66	30,	- ""	66	20,		10
3 courses	6.6	• 6	i.e,	6	66	6.6	40,	"	6.6	25,	4.6	15
4 courses	66	66	i.e	8	66	66	50.	6.6	66	80.	66	20

GRADUATION

For graduation, students are required to obtain forty-eight credits, one credit being given for the satisfactory completion of one hour of class work per week for one term. The forty-eight credits must include:

- (1) Twenty credits for Courses 1 and 2 in each of the departments of Accounting, Administration, Commercial Law, Commerce and Finance;
- (2) Twenty-eight credits to be secured by taking such courses in any or all of the departments named as the student may elect.

Work of a similar character done in other institutions of approved standing will be accepted for graduation, but no student will be graduated who has not obtained in this institution at least the last sixteen of the forty-eight credits required.

Certificates of Graduation. Students who obtain the forty-eight credits for class work described above, passing the requisite examinations therein, will receive a certificate of graduation.

Certificate of American Institute of Banking. Under the regulations of the American Institute of Banking, the results of examinations in Practical Banking and Political Economy, conducted by the College of Finance, will be accepted as the Institute preliminary and final examinations in these subjects for the Institute certificate of proficiency.

SCHEDULE OF COURSES 1910-1911

FIRST TERM

(All classes are held in the evening, from 7:30 to 9:30)

Monday Commercial Law, 1a—General.

Finance, 3a-Corporation Finance.

Tuesday Accounting, 1a—Principles of Accounting, Part I.

Wednesday Finance, 1a-Money.

Commerce, 5a—Current Economic Problems, Series I.

Thursday Administration, 1a—Elements of Business Organization.

Commercial Law. 3a-Commercial Banking Paper.

Friday Commerce, 1a—Commercial and Industrial Geography.

Accounting, 3a—Practice and Procedure.

SECOND TERM

Monday Commerce, 2b—Transportation.

Finance, 4b-Stocks and the Stock Market.

Tuesday Accounting, 2b—Principles of Accounting, Part II.

Wednesday Finance, 2b—Banking.

Commerce, 6b—Current Economic Problems, Series II.

Thursday Administration, 2b—Buying, Credits and Collection.

Commercial Law, 4b-Corporations and Partnership.

Friday Commercial Law, 2b—Contracts.

Accounting, 4b—Practice and Procedure.

DESCRIPTION OF COURSES

ACCOUNTING

1a. Principles of Accounting.—Part I. First Term.

Mr. Leach and Mr. Roden.

A study of the fundamental principles of accounting, with constant practice in their application. The class will consider the methods of accounting adapted to various kinds of business, working out in that connection a complete series of transactions in forms especially prepared for that purpose.

Special attention will be given to the theory of accounting which will include the basis of accounts, trial balance, statement and balance sheet, capital and revenue, reserve funds and accounts, sinking funds, income and expenditure, depreciation and appreciation, etc.

The entire course will be illustrated with lectures and simple practical problems covering all the important accounting principles encountered in actual work.

The practical work is divided as follows:

- 1. Opening partnership accounts; balance sheets; manufacturing, trading, and profit and loss accounts; reserves, depreciation, admission of new partners, realization and liquidation accounts, adjustment ledger and accounts.
- 2. A manufacturing business, cost and stock accounting, statement of affairs and deficiency account; joint accounts; partnership adjustments; sale of business to a corporation.

A knowledge of the principles of bookkeeping is a pre-requisite to entering the course in accounting.

2b. Principles of Accounting.—Part II. Second Term.

Mr. Leach and Mr. Roden.

This course is a continuation of course 1a, by which it must be preceded.

The subjects treated are:

- 1. Corporation accounts; capital stock; stock transfers; dividends; sale of business; good will and various treatment of same.
- 2. Commission accounting, embracing accounts kept in two or more moneys; analyzing ledger accounts; receivers' and executors' accounts.

3a-4b. Accounting Practice and Procedure. First and Second Terms.

Mr. Leach.

This course is intended for those students who have completed the courses in "Principles of Accounting." It consists in the practical working out by the student of problems, permitting him to apply and thoroughly familiarize himself with the principles worked out in the freshman course. It embraces a much wider field of accounting, however, and will give the student a thorough knowledge of general accounting. It will be interspersed with a series of special lectures by some of the best known accountants.

- 5a. Auditing.*
- 6b. Cost Accounting.*

ADMINISTRATION

1a. Elements of Business Organization and Administration. First Term.

Mr. Berman.

A study of the essential features of business organization, its purposes and advantages; the general features of efficient organization common to the different types—individual, partnership and corporation—will be taken up and analyzed. The organization of special lines of business will be studied, such as:

Factory Organization and Shop Management—The aim of factory organization; military and functional management; the different departments of the factory and shop—purchasing, receiving, planning, production, accounting, sales and shipping—will be studied. Cost accounting as the basis of scientific and economical production will be described and illustrated. Raw material, labor, burden, selling and general expense are treated in detail.

Wholesale and Retail Establishments—Their organization and management; department stores; various methods of management.

Railways and Waterways—General organization of railroads; the different types of administration of the several systems, depending largely on the personality of the officers; the organization of ocean commerce.

Trust companies, building and loan associations and other credit institutions.

2b. Buying, Credits and Collections. Second Term.

Mr. Bentley.

Importance of good buying; organization of purchasing department; system in buying; buyer's qualifications; essentials and general rules of buying. The theory of credit; discussion of the main divi-

sions of credit—banking, capital, public, personal and commercial; organization of the credit department; sources of credit information; the analysis of credits; methods of safeguarding credits; credit insurance; the credit man—qualifications, duties and methods of accomplishing this work; methods of collection; the national bankruptcy act.

- 3a. Salesmanship and Advertising.*
- 4b. The Organization and Efficiencty of Labor.*

COMMERCE.

1a. Commercial and Industrial Geography. First Term.

Mr. Youmans.

This course in its entirety will treat of the various phases of mankind's dependence upon the earth's physical history. Among the problems to be considered are:

Factors controlling the distribution of population, transportation, industries and wealth; distribution and characteristics of the chief raw materials of commerce and their influence upon trade and industry; problems resulting from concentration of population and necessary re-distribution of raw and finished materials. North America is given especial attention.

2b. Railroad Transportation. Second Term. Mr. Williamson.

The subjects treated in this course are:

- 1. The nature and scope of transportation; the origin of the American railway, its growth and the present railway system of the United States.
- 2. The railway corporation and its charter; railway capitalization, earnings, expenses and dividends; railway freight, passenger and express service; the accounts and statistics of the railway service.
- 3. Theory of rates and fares; rate making in practice; freight classifications; railway competition, pools and traffic associations.
- 4. Demurrage and car service; bills of lading and contracts; the handling of claims.
- 5. Railway regulation by the state and national government; the Interstate Commerce Act.
 - 3a. Elements of Economics.*
 - 4b. Economic History.*
 - 5a. Current Economic Problems (First Series). First Term.

 Mr. Isaacs.

The State and Industries—Social Legislation—The Labor Movement.

A study of the relation of the government and business; individualism and collectivism; public and private ownership of municipal monopolies. Recent tendencies in social legislation. Legislation affecting labor; the organization of laborers and employers; strikes, lock-outs, injunctions, and arbitration and conciliation.

6b. Current Economic Problems (Second Series). Second Term.

Mr. Isaacs.

The Trusts—International Trade and the Tariff. The causes and effects of trusts, advantages and evils; anti-trust legislation, its character and results; proposed remedies for trust evils.

The course of legislation and the development of our commercial policy; the influence of tariffs upon the development of domestic industries, upon the growth and character of our international trade and upon the general business interests of the country. An analysis of the arguments for and against a protective tariff.

COMMERCIAL LAW

1a. General. First Term.

Mr. Guckenberger.

Special lectures will be delivered during this course by members of the local bar, including Messrs. F. B. James, Judge Wm. Littleford, Chas. T. Greve, Constant Southworth, Oscar A. Berman, Henry Mergler and E. R. James.

A brief study of the fundamental principles of law as applied to business, the object being to give a general insight into commercial law and to stimulate the desire for a more thorough study offered by the other law courses.

The subjects considered are Contracts, Agency, Sales, Bailments, Partnerships, Corporations, Guaranty and Suretyship, Negotiable Instruments, Bankruptcy and the Function of the Courts.

2b. Centracts. Second Term. Mr. Guckenberger.

This course begins with a brief analysis of law and a description of the place of contract in jurisprudence. It then takes up the essential elements in the formation of contracts; offer and acceptance; form and consideration; contracts that must be in writing under the statute of frauds; the capacity of infants, corporations and others to contract; the reality of consent as affected by mistake, fraud, undue influence and duress; illegality because in violation of the statutes or of the common law, or contrary to public policy, or fraudulent. There follows a consideration of the operation of contracts; their interpretation and construction; and the various modes of discharge of contracts, by agreement, by performance including payment and

tender, by impossibility of performance, by operation of law, and by breach. The course concludes with a discussion of breach of contract, damages and specific performance.

3a. Law of Commercial and Banking Paper. First Term.

Mr. F. B. James and Mr. Guckenberger.

The following is the outline of this course:

- 1. Negotiable instruments payable in money. This will include:
 (a) the general rules governing all negotiable instruments treated under the following heads: form and interpretation; consideration, negotiation; rights of holder; liabilities of parties; presentation for payment; notice of dishonor; discharge of negotiable instruments; (b) drafts (bills of exchange), treated under the following heads: form and interpretation; acceptance; presentation for acceptance; protest; acceptance for honor; payment for honor; bills in a set; (c) promissory notes, bonds, checks and certificates of deposit treated under the following heads: form and interpretation; general provisions.
- 2. Negotiable instruments payable in securities. There will be considered: warehouse receipts, bills of lading and certificates of stock, the issue of, rights and obligations under, negotiation and transfer of.
 - 4b. Corporations and Partnerships. Second Term. Mr. Berman. The course will cover the following topics:
- 1. Partnership—Definition; history; the partnership relation; the firm, its name, powers and property; mutual rights, duties and liabilities of partners; rights and liabilities as to third persons; nature and extent of firm liabilities; retirement and admission of partners; death of partner and surviving partners; collection and disposition of assets; obligations of firm; rights and liabilities of survivor as to estate of deceased; survivor as executor or administrator; rights and liabilities incident to winding up business; continuance of business of firm; name and good will of firm; dissolution, settlement and accounting; limited partnerships and joint stock companies.
- 2. Business Corporations—The corporation system; ends sought by incorporation; desirable features of corporate form; limited liability; legal entity of corporation; permanence; stock system; corporate mechanism. Subscription lists and contracts; nature of subscription contract; form of subscription; underwriting agreements; contracts prior to incorporation; status of corporation upon organization; status of contracting parties; agreements between incorporators; dummy incorporators; promoters' contracts; option contracts; trustees' contracts; effect of failure to incorporate. Stock; the capitalization; various bases of capitalization; form of capitalization; bond issues; financial exigencies; the stock system; capital stock; shares; certificates; unissued, issued and full paid stock; common and preferred; treasury stock; other classifications. Stockholders; status; functions; rights; powers; relation to directors; liability to creditors. Directors; right

to, and tenure of, office; powers; mode of action; meetings; obligations as fiduciaries; right to prefer themselves as creditors; contracts with corporation; contracts between corporations having common directors; breaches of trust; liability for negligence; liability to creditors. Sundry considerations; protection of minority; incorporating a partnership; consolidation and amalgamation of corporations; dissolution and reorganization.

FINANCE

1a. Money. First Term.

Mr. Dupuis.

This course will include a study of the following topics.:

- 1. The nature of money, the service it renders as a standard of value and as a medium of exchange, the nature and effect of legal tender provisions, the relation of money to general commodity prices.
- 2. Standard money, its nature and history, the modern tendency to adopt the gold standard, foreign exchange and the supply of standard money, value of the standard and measurement of movements in ts value, monometalism and bimetalism, present coinage system of he United States.
- 3. Credit and fiat money. Relation of fiat money to the commodity standard of value, notable experiments in the use of fiat money; government and commercial issues of credit money, the leading systems of bank note issues, summary of history of banks of issue in the United States. National bank note system, proposed modifications.

2b. Banking. Second Term.

Mr. Dupuis.

The functions and methods of modern banks. There will be included a description of the organization and various departments of banks; national and state banks; savings banks and trust companies; discounts and deposits; the various forms of bank paper, drafts, certificates of deposit, letters of credit and others; and foreign exchange. The leading banking systems will be compared and the problems of modern banking will be considered.

3a. Corporation Finance. First Term. Mr. Fillmore.

The financial operation of corporations, including (a) capitalization, issue of securities and underwriting; (b) valuation of assets, reserves and dividends; (c) financial reports; (d) government regulation. Special attention will be given to methods employed in financiering of trusts.

4b. Stocks and the Stock Market. Second Term.

Mr. Hutton, Mr. Hester and Mr. Isaacs.

A study of the securities issued by national, state and municipal governments, and by railroads and other industrial corporations.

The various classes of stocks will be described with special reference to their issue, the conditions determining their legality, the rights and obligations of issuer and purchaser, and the use of such securities as collateral, for investment, and for speculation.

A detailed description will also be given of the security market the organization and methods of the stock exchange, the qualifications essential to success in dealing in securities.

The course will afford a practical and comprehensive insight into the banking and brokerage business and will be of value also as an aid to investors in the purchase of securities with a view to their income-producing capacity.

- 5a. Investments.*
- 6b. Panics and Depressions.*
- 7a. Financial History of the United States.*

LANGUAGES

Arrangements will be made to provide facilities for the study of German, French and Spanish, with a view to acquiring the ability to use these languages in commercial transactions. Credit towards graduation will be given for such work.

CERTIFIED PUBLIC ACCOUNTANT ACT

This College offers courses especially qualifying persons to pass the examinations required by this Act.

A Bill to establish an Ohio state board of accountancy for the regulation of the practice of the profession of public accounting.

Be it enacted by the General Assembly of the State of Ohio:

SECTION 1. That any citizen of the United States, or person who has duly declared his intention of becoming such citizen, being over the age of twenty-one years, of good moral character, a graduate of a high school or having received an equivalent education, who has had at least three years' experience in the practice of accounting, and who shall have received from the state board of accountancy, as hereinafter provided, a certificate of his qualifications to practice as a public expert accountant, shall be styled and known as a certified public accountant; and no other person or persons shall assume such

^{*}Courses omitted during 1910-1911.

title or use the abbreviation, "C. P. A.," or any other words or letters to indicate that the person using the same is a certified public accountant.

SECTION 2. On or before the first day of July, one thousand nine hundred and eight, the governor shall appoint three persons, not more than two of whom shall belong to the same political party, to constitute and serve as a state board of accountancy. The members of such board shall be persons skilled in the knowledge and practice of accounting and actively engaged as professional public accountants within the State of Ohio. One member of such board shall be appointed for one year, one member for two years and one member for three years, and upon the expiration of their respective terms their successors shall be appointed for a term of three years. In case of a vacancy caused by resignation or otherwise, the governor shall fill such vacancy by appointment for the unexpired term. Immediately upon its appointment the board shall organize by choosing one of its number as president and one as secretary and treasurer. The secretary and treasurer shall give bond in such sum as the board may determine. The board shall keep a complete record of all its proceedings.

SECTION 3. An examination in "theory of accounts," "practical accounting," "auditing" and "commercial law as affecting accountancy," for applicants for such certificates, shall be held annually; but if not less than five months after the annual examination, three or more persons apply to the board for certificates, the board shall hold an examination for such applicants. The time and place of each examination shall be fixed by the board.

SECTION 4. The board shall charge for the examination and certificate provided for in this act, a fee of twenty-five dollars. Such fee shall be paid to the treasurer of the board at the time of filing the application. In no case shall the examination fee be refunded, but an applicant may be re-examined within eighteen months from the date of his application without the payment of an additional fee. From the fees collected, as herein provided, the board shall pay all expenses incident to such examinations, the expenses of preparing and issuing certificates, and to each member of the board, for the time actually expended in performing his duties, a sum not exceeding five dollars per day and his necessary traveling expenses. But in no case shall the expense incurred by the board or the compensation or traveling expenses of the members thereof, be a charge against any fund of the state.

SECTION 5. Any person who files his application within six months after the organization of the board and is at the time of filing such application a public accountant, and has practiced the profession of public accounting for at least three years, shall file with his application proof of such facts and proof that his general and special education is at least equal to the standard prescribed by this act. If the board shall be satisfied that the statements contained in such application and proofs are true and that the applicant possesses the general and special education required by the standards herein prescribed,

it shall issue to the applicant a certificate as a certified public accountant without further examination.

SECTION 6. Any person who is a citizen of the United States or has declared his intention of becoming such citizen, over twenty-one (21) years of age, of good moral character, and who has complied with the rules and regulations of the board, and who holds a valid and unrevoked certificate as a certified public accountant issued by or under the authority of any other state, or of the United States or the District of Columbia, or any territory of the United States, or by or under the authority of a foriegn nation when the board shall be satisfied that their standards and requirements for a certificate as a certified public accountant, are substantially equivalent to those established by this act, shall receive from the board a certificate as a "certified public accountant," and such person may thereafter practice as a certified public accountant and assume and use the name, title and style of "certified public accountant" or any abbreviation or abbreviations thereof, in the state of Ohio.

SECTION 7. The state board of accountancy may revoke any certificate issued under this act for sufficient cause, provided that written notices shall have been mailed to the holder of such certificate at his last known address at least twenty days before any hearing thereon, stating the cause of such contemplated action, and appointing a time for a hearing thereon by the board; and, provided further, that no certificate issued under this act shall be revoked until such hearing shall have been held.

SECTION 8. If any person shall represent himself as having received a certificate as provided in this act, or shall practice as a certified public accountant or use the abbreviations "C. P. A.," or any other similar words or letters to indicate that the person using the same is qualified to practice in this state as a certified public accountant without having received such certificate as provided for by this act, or if any person having received a certificate as provided in this act, and having thereafter lost such certificate by revocation as herein provided, shall continue to practice as a public accountant, he shall be fined not less than ten dollars (\$10.00) and not exceeding one hundred dollars (\$100.00) for each offense.

SECTION 9. Nothing herein contained shall be construed so as to prevent any person from being employed as a public accountant within this state.

STUDENTS, 1909-1910

FREDERICK AHLERS	John F. Ahlers.
CARL F. ARAND	First National Bank.
	.James Kennedy & Co., Ltd.
F. G. BALDWIN	· ·
ROBT. H. BERGER	•
FRANK J. BECK	.Kroger Grocery and Baking Co.
	.Ch. Moerlein Brewing Co.
Ed. C. Bernhold	. Cincinnati Traction Co.
Geo. E. Bess	.First National Bank.
LAWRENCE J. BRADFORD.	.The Lunkenheimer Co.
W. R. BRADFORD, JR	.810 Mercantile Library Building.
J. D. Breese	.First National Bank.
JOHN P. H. BREWSTER	.German National Bank.
WILLIAM E. BROTHERTON	Rogers, Brown & Co.
OLIVE BROWN	.The Lunkenheimer Co.
S. J. BURK	.First National Bank, Harrison, Ohio.
A. B. CHAMBERS	. Attorney-at-Law.
CHAS. L. CHAMBERS	.Breed & Harrison.
EDWARD J. CLYNE	.Bullock Electric Mfg. Co.
W. CLYDE CRON	. Market National Bank.
Wm. H. Crowther	.Central Trust and Safe Deposit Co.
GEO. H. DAUMEYER	.2710 Vine Street.
JACOB G. DORFMAN	
O. J. Dreyer	. Globe-Wernicke Co.
DENNISON DUBLE	.R. J. Johnston.
JOHN F. EGAN	. Rheinstrom Bros.
	. Clegg, Goeser, McFee & Co.
	. Union Gas & Electric Co.
Joseph C. Fehring	
J. J. FINNERTY	
	.Cincinnati Milling Machine Co.
	The Wm. H. Parry Lumber Co.
R. J. FISHER	
	The Early & Daniel Co.
J. C. FROELICH	
A. S. GALLAGHER	
CARL GILDEHAUS	
	. The Unity Banking and Saving Co.
GEO. P. GROSS	
ALMA L. HANAN	•
	Court-House Savings Bank.
GORDON K. HAERR	
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F. W. HARTWEG	
HARLEY M. HOWELL	. C. reigenspan & Co.

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EDWIN E. KAISER	.The Lunkenheimer Co.
GEO. KAUFMAN	.The A. Sander Packing Co.
BROUGH KELLEY	.First National Bank.
ALBERT F. KLAYER	.The Lunkenheimer Co.
WM. H. KLEMENT	. Atlas National Bank.
EDWIN C. KNAUFT	. Western German Bank.
CHAS. KOESTER	.Chas. M. Pfeifer & Co.
E. C. LAMB	.First National Banlk.
WILLIAM LANTRY	.C., H. & D. Ry.
GEO. H. LEATHERBY /	.3614 Florida Avenue.
LYLE C. LORD	.The Early & Daniel Co.
DANIEL C. LYONS	.First National Bank.
R. B. McCorkle	. Atlas National Bank.
GEO. E. McCubbin	.Central Trust and Safe Deposit Co.
MALCOLM McDonell	The Dolly Varden Chocolate Co.
H. W. MAGLY	. Union Savings Bank & Trust Co.
STUART W. MANSS	Rogers, Brown & Co.
WM. H. MARKLAND	.Pape Moulding Co.
HENRY J. MERGLER	. Union Savings Bank & Trust Co.
EDW. H. MILLER	. Heekin Can Co.
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Horace G. Motteram	. Citizens' National Bank.
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Edward F. Myers J. B. Newton	. Atlas National Bank.
EDWARD F. MYERS	. Atlas National Bank " " " "
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GEORGE SCHROEDER	
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CHAS. SINDLINGER	
R. STANLEY SMITH	
J. EDWARD SOHN, JR	· · · · · · · · · · · · · · · · · · ·
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C. C. SPONSEL	
	Cincinnati Milling Machine Co.
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FRANK TREINAN	
EDWARD TUETING	
	Old Springs Distilling Co.
·	Union Savings Bank and Trust Co.
FOSTER WADDELL	First National Bank.
EDWARD A. WATSON	. Union Savings Bank and Trust Co.
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W. C. Weiss	Little Miami Railraod Co.
FRED J. WEISSMANN	Cincinnati Milling Machine Co.
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FRANK J. WISE	
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R. J. WUENKER	
	The Herman Lackman Brewing Co.
ERNST G. WULFF	_
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1912/13

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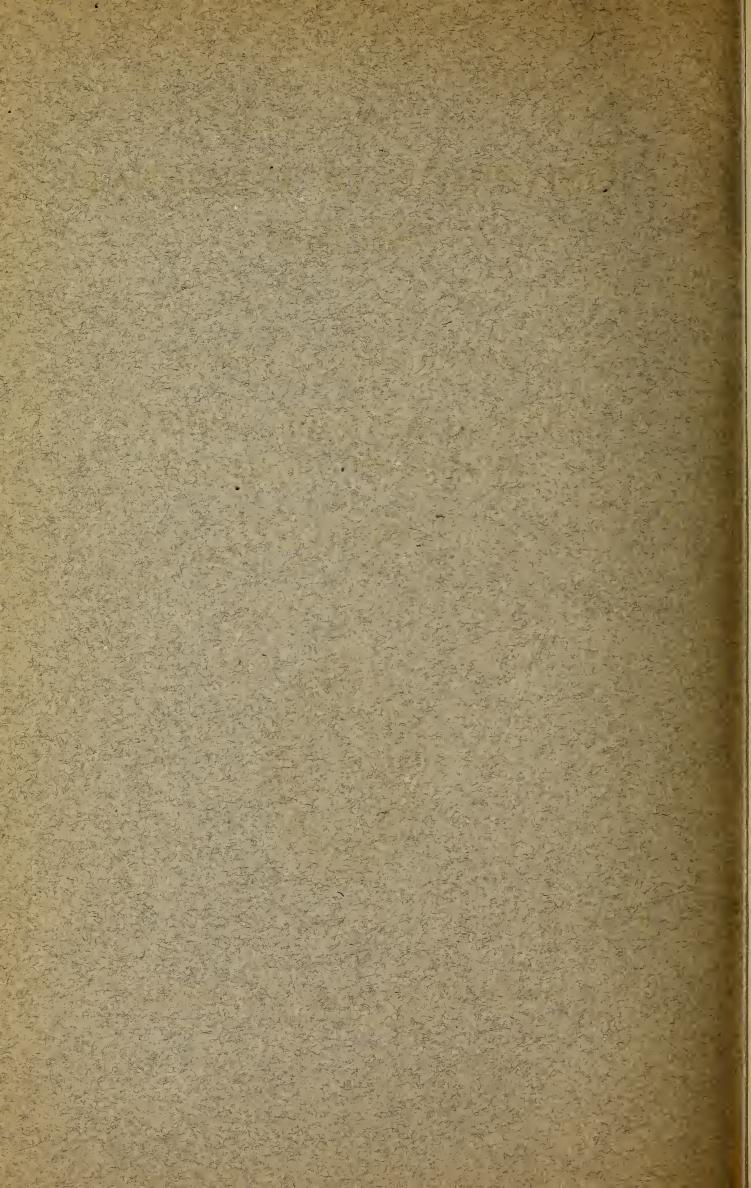
ANNOUNCEMENT OF COURSES

EVENING ACADEMIC COURSES COLLEGE OF COMMERCE

1912-1913



PUBLISHED BY THE UNIVERSITY OF CINCINNATI
CINCINNATI, OHIO



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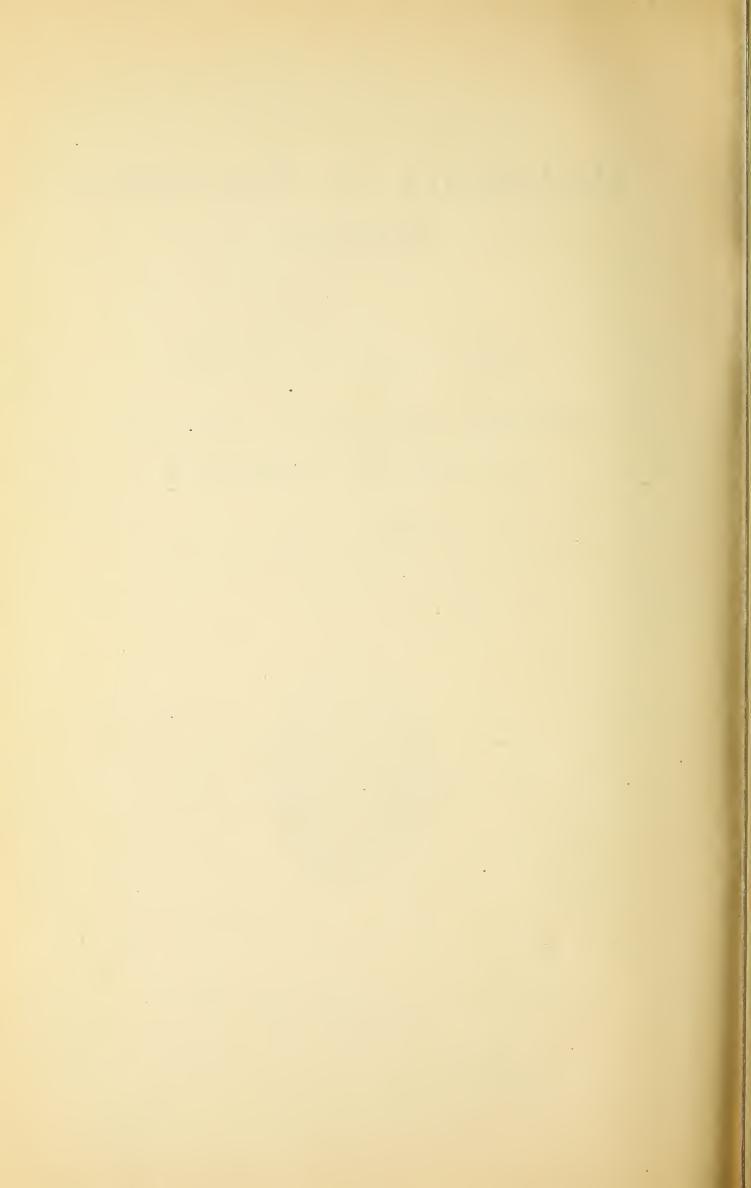


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CALENDAR

1912

Sept. 16, Monday.	Examinations for entrance to the College of Liberal Arts begin.
SEPT. 21, SATURDAY.	Entrance examinations end.
Sept. 19, Thursday. Sept. 20, Friday. Sept. 21, Saturday.	Registration days for the Evening Academic Courses and the College of Commerce.
Sept. 23, Monday.	First semester begins.
Nov. 28, Thursday.	{ Thanksgiving Day: a holiday. Recess of three days.
Proper Prox Deces	ADED 92 1019 TO TANHADY A 1012 INCLUSIVE

Recess from December 23, 1912, to January 4, 1913, Inclusive.

1913

JAN. 6, MONDAY.	Work resumed in all departments of the University.
FEB. 7, FRIDAY.	First semester examinations end.
Feb. 10, Monday.	Second semester begins.
Feb. 22, Saturday.	Washington's Birthday: a holiday.
May 2, Friday.	Oratorical contest for Jones Prizes.
May 30, Friday.	Memorial Day: a holiday.
June 13, Friday.	Second semester ends.
June 14, Saturday.	University Commencement Day.

DEPARTMENTS OF THE UNIVERSITY

The University comprises the following departments:

GRADUATE SCHOOL,

McMICKEN COLLEGE OF LIBERAL ARTS,

COLLEGE FOR TEACHERS,

COLLEGE OF ENGINEERING: Departments of Mechanical, Civil, Electrical, Metallurgical, and Chemical Engineering,

COLLEGE OF MEDICINE (The Ohio-Miami Medical College and the Clinical and Pathological School of the Cincinnati Hospital),

COLLEGE OF COMMERCE.

For special announcements of the various departments and for further information, address:

THE SECRETARY OF THE UNIVERSITY

CINCINNATI, OHIO

ADMINISTRATIVE OFFICERS

OF

THE EVENING ACADEMIC COURSES AND THE COLLEGE OF COMMERCE

CHARLES WILLIAM DABNEY, Ph. D., LL. D., President of the University. Office, 10 McMicken Hall.
Louis T. More, Ph. D., Dean of the College of Liberal Arts. Office, 5 McMicken Hall.
Frederick C. Hicks, Ph. D., Dean of the College of Commerce and Supervisor of the Evening Academic Courses. Office, 33 McMicken Hall.
EMILIE WATTS McVea, A. M., Dean of Women. Office, 12 McMicken Hall.
HENRY S. WEST, Ph. D., Director of School Affiliation. Office, 10 McMicken Hall.
EDWIN W. GLOVER, Director of Music.
Alfred Brodbeck, Director of Physical Education. Gymnasium Building.
Daniel Laurence, B. S., Secretary of the University. Office, 6 McMicken Hall.
CHARLES ALBERT READ, Librarian of the University Library. Van Wormer Library Building.
LELIA AMANDA GARVIN, B. L., Registrar. Office, 7 McMicken Hall.
THOMAS L. McJoynt, Secretary of the College of Commerce and of the Evening Academic Courses.
Office, 33 McMicken Hall.

GENERAL INFORMATION

REGISTRATION

Registration in 1912 will begin on Thursday, September 19, and will close on Saturday, September 21. The office will be open during the evening of each of these days from 7:30 to 9:30.

No person will be admitted to any course after the beginning of the semester, unless a good and sufficient excuse for not entering at the opening of the semester be presented to the Dean; and in no event will any person be permitted to enter the work of any semester after the close of the third week of that semester. In accordance with this regulation no person will be admitted to the work of the first semester of 1912-13 after October 12, 1912.

New Students.—A student shall (1) obtain a Certificate of Admission from the Supervisor of Evening Academic Courses and Dean of the College of Commerce; (2) secure from the same official and fill out a Course Card; (3) take the Certificate of Admission and the Course Card to the Registrar; (4) pay the library fee (also tuition and laboratory fees when such are required) to the Clerk of the Board; (5) get a receipt for matriculation from the Clerk of the Board; (6) file the Course Card in a box prepared for that purpose in the Registrar's office.

On the Course Card each course must be designated by the department, the especial title, and the number of hours' credit, e. g.:

English:	Comp	osition			2
Mathemat	ics:	Algebra	and	Trigonometry	9

Especial care should be taken to note the advertised hours of courses, in order that conflicts may be avoided.

No change will be permitted on the Course Card after the expiration of three days from the last day of registration.

All Course Cards must be filled out and deposited in the boxes provided for that purpose before the close of the last registration day.

THE UNIVERSITY LIBRARY

The Van Wormer Library Building is of stone, fire-proof throughout, and is built in accordance with the most approved modern plans of library construction. The library is open every week day from 8 A. M. to 5 P. M.

The University Library, in this building, contains about 63,000 volumes and 10,000 pamphlets. In the Reference Room about 2,000 volumes are arranged on open shelves, to which the students have

free access. The Periodical Room contains the current numbers of 300 periodicals. The library is provided with a card catalogue of its own books, and also with card catalogues of the books received since 1905, by the Public Library of Cincinnati.

GENERAL REGULATIONS

Each student shall, at the beginning of the year, leave his local address at the office of the Registrar and shall promptly report all subsequent changes of address.

Unit of Instruction.—The unit of instruction is one hour per week for one semester. Two and one-half hours of actual work in the laboratory, shop, or drafting-room, are considered equivalent to one recitation hour and the preparation therefor. Credit will be given for the number of hours officially published with the course, and for no more. University work not regularly registered is forbidden.

PROBATION.—A student in the College of Liberal Arts who receives a grade below D in one-half of his work at the mid-term, or at the end of any semester, shall be put upon probation for the next half semester of college work. Such a student, if similarly delinquent at the end of his probation, shall cease to be a member of the University.

Grades.—The scale of marks for recording grades is as follows: A, 90-100; B, 80-89; C, 70-79; D, 60-69, passed; E, 50-59, conditioned; F, 0-49, failed.

In case a student withdraws from the University during any semester, credit will not be given for any of the work elected for that semester.

Honorable Dismissal.—It is required as a condition for honorable dismissal, that every student who wishes to withdraw from the University shall submit to the Registrar a written request to that effect.

For further information see the Announcement of Courses in the McMicken College of Liberal Arts and the Rules for the Guidance of Students, copies of which may be obtained at the Registrar's office.

EVENING ACADEMIC COURSES

FACULTY

CHARLES WILLIAM DABNEY, Ph. D., LL. D., President of the University.
Frederick Charles Hicks, Ph. D., Sinton Professor of Economics and Civics, and Supervisor of the Evening Academic Courses.
MAX POLL, Ph. D., Professor of the Germanic Languages.
Burtis Burr Breese, Ph. D., Professor of Psychology.
GUY ALLAN TAWNEY, Ph. D., Professor of Philosophy.
George Morey Miller, Ph. D., Associate Professor of English.
WILLIAM TUNSTALL SEMPLE, Ph. D., Assistant Professor of Latin.
J. Ernest Carman, B. S., M. Di., Assistant Professor of Geology.
RALPH EMERSON BASSETT, A. M., Assistant Professor of Romance Languages.
WILLIAM HAMMOND PARKER, Ph. D., Assistant Professor of Economics and Social Science.
CLYDE WILLIAM PARK, A. M., Assistant Professor of English.
——, Instructor in Mathematics.
————, Instructor in English History.
, Instructor in Political Science.
Instructor in American History

ADMISSION

The requirements for admission to the Evening Academic Courses are substantially the same as those fixed for the College of Liberal Arts. Students may enter (1) by passing the regular entrance examinations; (2) by graduating from an accredited school; or (3) as special students.

Persons desiring to enter as special students must be at least twenty years of age (except in the case of graduates of the Night High Schools) and are required to give satisfactory evidence of ability to carry on successfully the courses which they desire to enter.

FEES

All students enrolling in the Evening Academic Courses are charged the regular library fee of \$5.00 per year. Tuition in the University Evening Courses is free (a) to all residents of Cincinnati; (b) to all teachers who, although non-residents, are engaged in teaching in the public schools of the city. All other teachers are charged tuition at the rate of \$3.00 per course, per year. Non-residents, other than teachers, are charged tuition at the rate of \$3.00 per credit hour per semester. A credit hour is one hour's work a week carried through a semester or half year. Laboratory fees will be charged for courses in the laboratory sciences.

SCHEDULE OF COURSES FOR 1912-13

All classes are held from 7:30 to 9:30

Monday Latin: Livy, Horace.

Philosophy and Some Great Thinkers.

English: Types of Literature.

Tuesday Introductory Psychology.

Physical and Commercial Geography.

Political Science.

Wednesday Elementary German.

Economics.

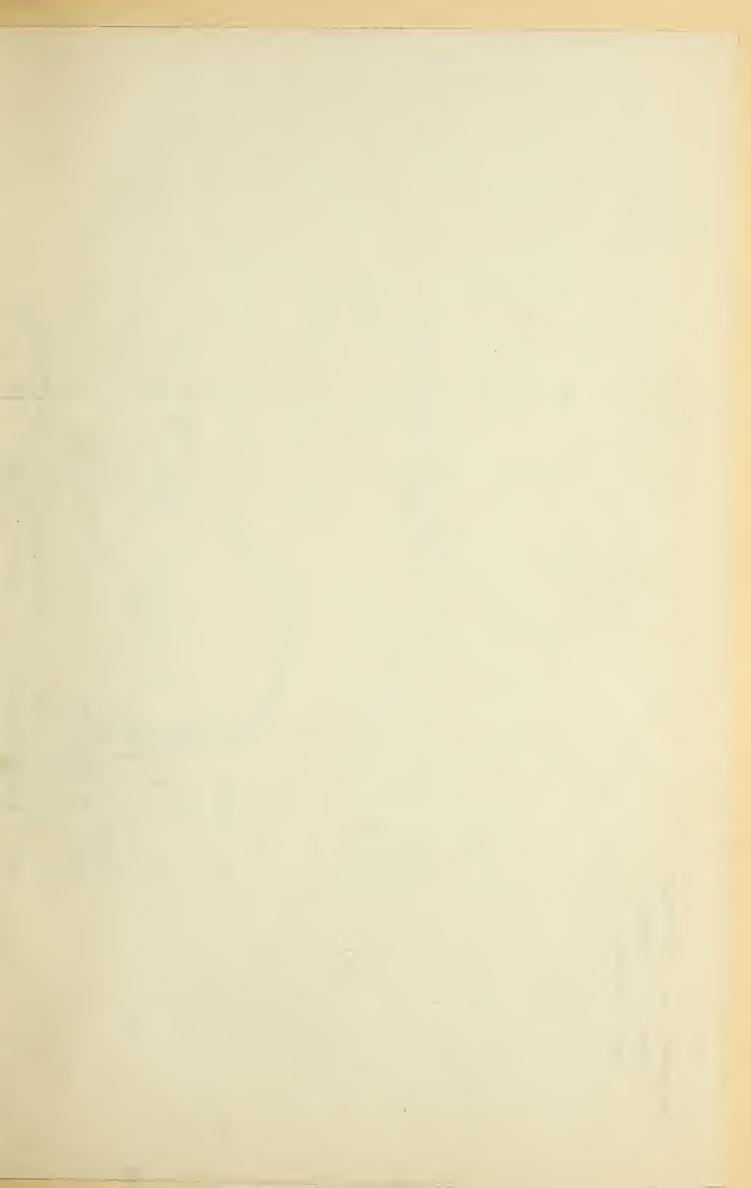
English History.

Thursday American History.

English Composition.
Modern Philanthropy.

Friday Algebra and Trigonometry.

Elementary Spanish.



UNIVERSITY OF CINCINNATI

COLLEGE OF COMMERCE

OFFICE OF THE DEAN

Cincinnati, Ohio, November 7th, 1912.

Dear Sir:

Your le er of October 28th, addressed to the Dean of the College of Finance, Commerce and Accounts, has een referred to me as the University of Cincinn the has absorbed that college in its newly established College of Commerce.

In compliance with your requestil am sending you a cour of the latest Announcement of our courses.

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Wery "Staly yours,

Manichelle

Dean.

Professor Nathan A. Weston, Assistant Director, University of Illinois, Urbana, Illinois.

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UNIVERSITY OF CINCINNATI

COLLEGE OF COMMERCE

OFFICE OF THE DEAN

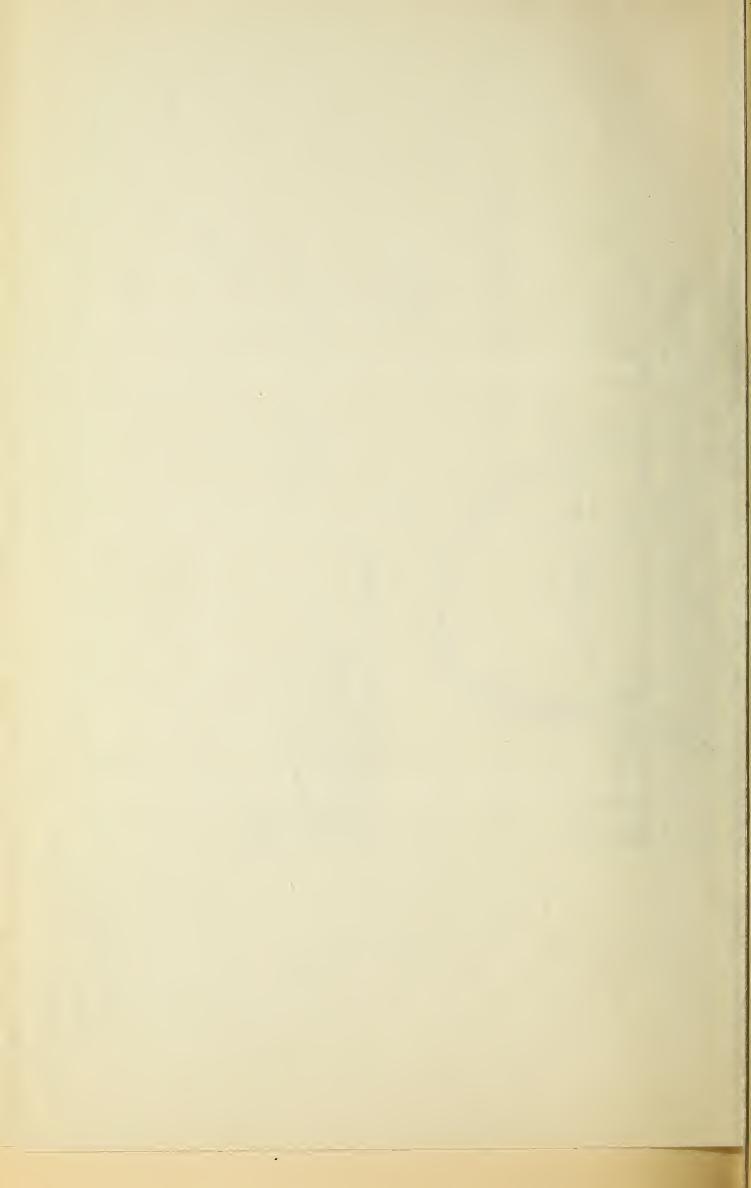
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COURSES OF INSTRUCTION

ECONOMICS

Economics.—This course is intended to give the student a general view of the subject. It includes the study of (1) the elements of economics: wealth, value, price, competition, monopolization, production, and distribution; (2) the evolution of industry from local organization and control during the middle ages, through nationalism and the industrial revolution, to modern conditions; and (3) the leading economic problems of today. W., 7:30—9:30.

Professor Hicks.

ENGLISH

English Composition.—The purpose of this course is to present in a general survey the elementary principles of English composition and to enforce them by practice in writing. A certain amount of reading in English literature is required. Th., 7:30—9:30.

Assistant Professor Park.

Types of Literature.—An appreciative rather than an historical study of the principal literary kinds—lyric, narrative verse, drama, prose fiction, and essay—illustrated by readings in representative masterpieces, chiefly English. Lectures, class papers, discussions. M., 7:30—9:30.

Associate Professor Miller.

GEOLOGY

Physical and Commercial Geography.—A study of those parts of physical geography which make up the natural environment of man and his relation to this environment. The industries, products, commerce, and natural resources of the various countries and their interpretation in so far as influenced by natural surroundings. T., 7:30—9:30.

Assistant Professor Carman.

GERMAN

Elementary German.—Grammar, translation from German into English, and elementary exercises in translating into German. W., 7:30—9:30.

Professor Poll.

HISTORY

General Course in English History.—This course, while open to all students, is especially recommended for those who desire a general introductory course as preparatory to the study of both European and American history. The course traces the development of the English

people from the earliest times to the present. The method is by lecture, text-book, and source-book. W., 7:30—9:30.

General Course in American History.—The work of this course covers the period from the earliest discoveries to the present time and is based largely upon a text-book, supplemented by regular reports and lectures. Th., 7:30—9:30.

LATIN

Livy.—Horace.—Selections from Livy. Selected Odes and Epodes of Horace. Lectures on the periods of Roman history comprised in the sections from Livy and on the life and times of Horace. M., 7:30—9:30.

Assistant Professor Semple.

MATHEMATICS

Algebra—Trigonometry.—Selected portions of algebra and the elementary Theory of Equations. Ashton and Marsh, College Algebra. Trigonometry: Rothrock, Trigonometry. F., 7:30—9:30.

PHILOSOPHY

Philosophy and Some Great Thinkers.—A course outlining the field of philosophical inquiry and illustrating its branches by the works of a few great writers, such as Descartes, Berkeley, Spencer, Kant, and others. The aim of the course is to prepare students to formulate and investigate problems for themselves. Incidentally some of the most recent writers and their works will be discussed. M., 7:30—9:30.

Professor Tawney.

POLITICAL SCIENCE

Elementary Political Science.—An introductory study of the origin, development, and nature of the state, and the principal ideals of political action. Coincidently, the organization of the federal government of the United States is presented in outline. T., 7:30—9:30.

PSYCHOLOGY

Introductory Psychology.—An analytical study of mental phenomena, with special attention to accurate observation and description. A general account of the subject matter of psychology. T., 7:30—9:30.

Professor Breese.

ROMANCE LANGUAGES

Elementary Spanish.—Pronunciation, grammar, and oral practice, introductory reading. The course affords a training both practical and educational. Great stress is laid on pronunciation and oral drill as indispensable factors in any lasting results. Grammar is looked upon as merely an instrument to give direction and unity to the student's progress by organizing the subject systematically and presenting it in the most natural order of parts. F., 7:30—9:30.

Assistant Professor Bassett.

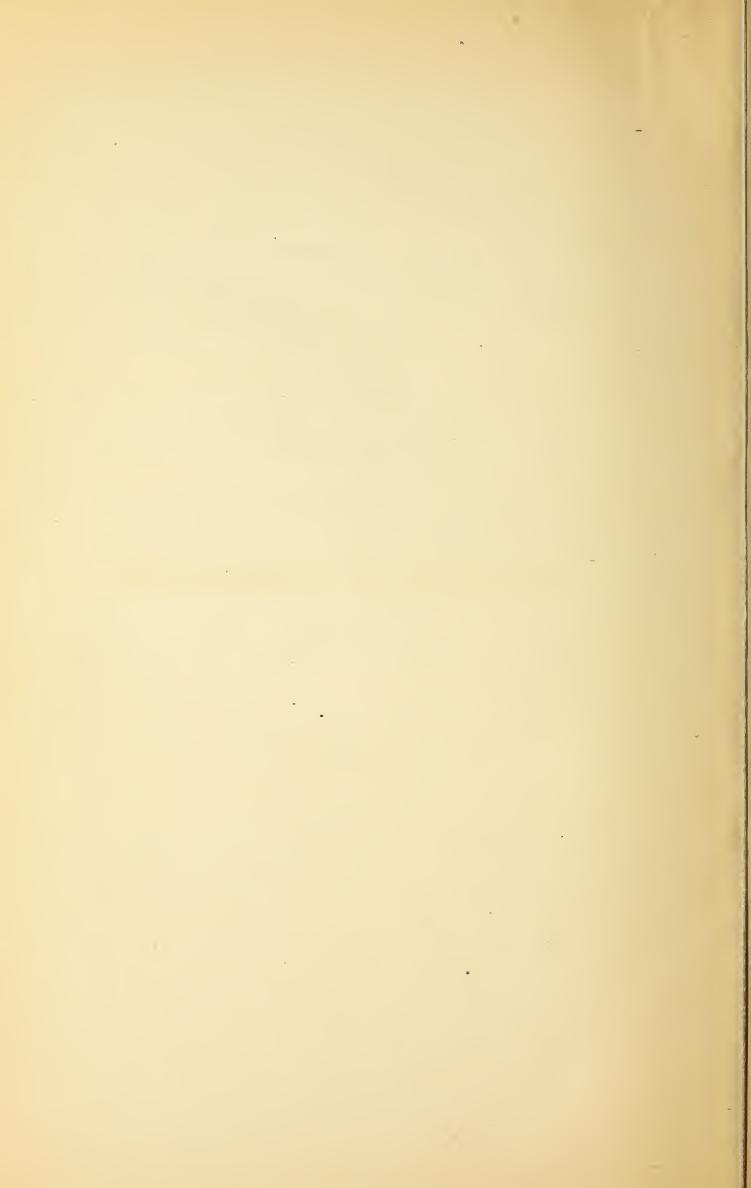
SOCIAL SCIENCE

Modern Philanthropy.—A study of the causes and treatment of poverty and crime under modern conditions. Reform suggestions based upon the past experience of society in its efforts to solve the problems arising from these conditions.

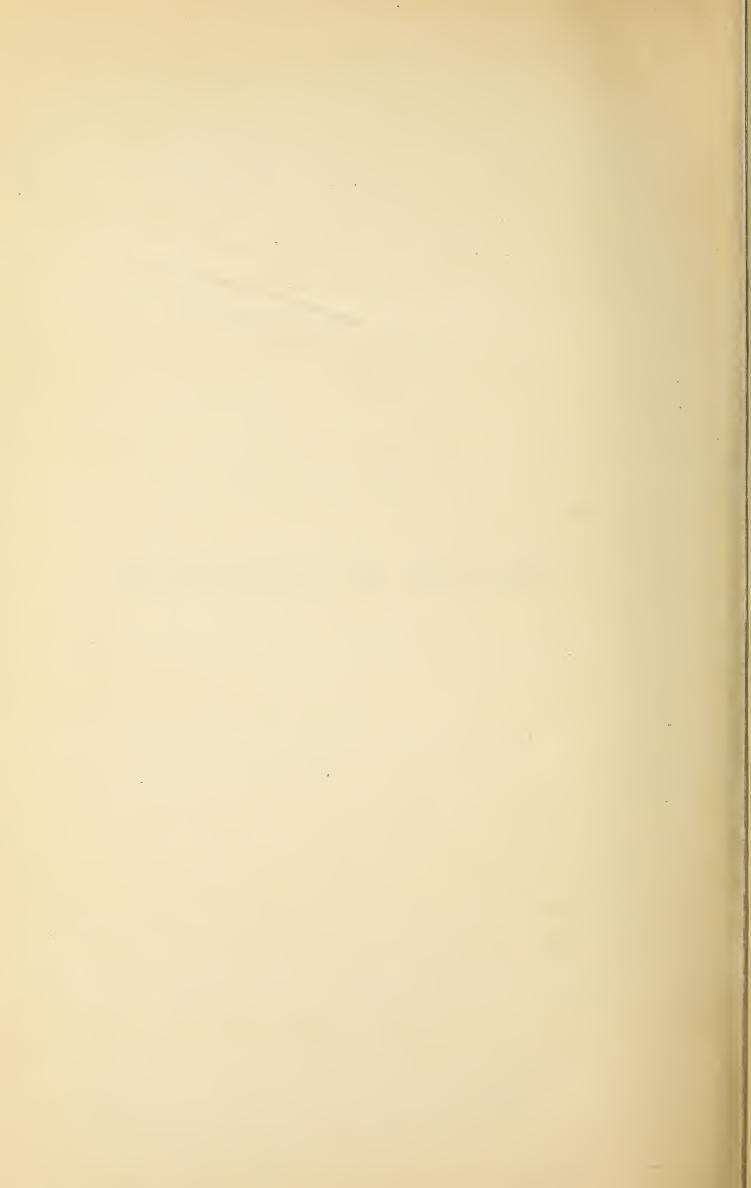
The phases of dependence that will be specifically considered are pauperism, its causes, extent and cost to the community; institutional and placing-out systems for the treatment of the feeble-minded and insane; the methods of caring for dependent children; and social activity in its relation to disease, public sanitation, and housing.

The phases of crime that will be specifically considered are the causes of crime, social, economic and psychologic; the criminal class, number and cost to the community; methods of detecting, punishing, and preventing crime and delinquency. Th., 7:30—9:30.

Assistant Professor Parker.



COLLEGE OF COMMERCE



COLLEGE OF COMMERCE

GENERAL INFORMATION

The College of Commerce has been organized for the purpose of providing opportunity for higher commercial education. It was established in 1906 as a separate institution, largely the outgrowth of evening classes held under the patronage of the Cincinnati Chapter of the American Institute of Banking, and became a part of the University in 1912.

The time has come when it is worth while for the young man who desires to achieve success in a business career to begin by learning what the experience of others has to teach. The saving of waste is an important element in modern industry, and it is in keeping with this idea that the wasteful method which requires business men to learn everything anew for themselves through their own experience should give place to a system which provides opportunity for each generation to know the results of the efforts of the preceding generation, thereby enabling it to start somewhat in advance of where its predecessor did, and so to attain larger results.

There are, of course, many phases of business which every man must learn for himself, but business experience has developed principles and methods of procedure which can be taught. Moreover, these principles and methods have become so far standardized as to constitute a useful foundation upon which to build the experience of the individual.

In this respect, an interesting parallel may be drawn between preparation for the legal and medical professions, on the one hand, and preparation for a commercial career, on the other. Not very many years ago it was believed that training for law could best be secured in the office of a practicing attorney, and training for medicine, in the office of a physician. Today, those desiring to enter these professions avail themselves of the facilities offered by the colleges of law and of medicine. None of these colleges professes to qualify its graduates to become at once leaders in their respective professions. To their college training must be added practical experience. Yet few, if any, now question that the preparation afforded by such institutions makes possible more rapid progress in the practice of those professions and, what is even more important, a far greater ultimate achievement.

In like manner, colleges for commercial training do not undertake to turn out ready-made captains of industry, but they do expect

to assist in laying a foundation which, when combined with the training of practical experience, will enable the business man to attain larger results.

Furthermore, it is becoming increasingly apparent that for a community or country to maintain a position among the leaders of the business world it must make provision for a thorough, comprehensive commercial education.

The English Association of Chambers of Commerce declared: "That in the opinion of this Association it is desirable that young persons intended for commercial careers should, besides passing through the ordinary curriculum of a secondary school, be specially instructed in subjects appertaining to commerce."

Perhaps the best example of the national importance of commercial education is afforded by Germany. There is no more striking feature of the commercial history of recent times than the rapidity with which Germany, despite many disadvantages, has forged to the front and taken a place as one of the foremost commercial nations. It is a well established fact that the German system of industrial and commercial education has been a prime factor in securing this result.

Hon. Frank H. Mason, United States Consul-General at Berlin, stated that the German merchants and manufacturers who came to this country at the time of the Louisiana Purchase Exposition to examine American business, were surprised most of all by "the absence of any adequate system of special education for commerce, banking and for trade." These investigators expressed the opinion that the reliance by Americans "on a general and more or less superficial education, together with natural adaptability, to fit young men for almost every walk in life, and the lack of specialized study" would, "if persisted in, neutralize much of the advantage which the country enjoys through natural resources and advantageous geographical position for the South American, Mexican and Asiatic trade." They reported to their fellow countrymen "that, on the whole, the 'American Danger's had been greatly exaggerated, and that a steadfast adherence by Germany to the educational system and methods then in practice would leave the Fatherland little to fear in future competition with American goods." Whether the view thus expressed is correct or not, it is significant of the importance attached to commercial education by one of our leading competitors in the contest for the world's commerce.

As it is highly advantageous in preparing for a commercial career to follow a systematic and intensive course, the College is planning to offer a carefully arranged curriculum leading to graduation, but its classes are open also to those who desire instruction along special lines only.

FACULTY

CHARLES WILLIAM DABNEY, Ph. D., LL. D., President of the University. Frederick C. Hicks, Ph. D., . Dean and Professor of Economics.

CHARLES W. Dupuis, Cashier Second National Bank.

Investments

Ernest A. Roden, Public Accountant and Auditor.

Accounting

NATHAN ISAACS, Ph. D., LL. B., Member of the Faculty of the Cincinnati Law School.

Commercial Law

HERMAN J. GUCKENBERGER, LL. B., of Bettinger, Guckenberger, Schmitt, and Kreis.

Commercial Law

HARVEY M. MANSS, B. A., of the J. Walter Thompson Company, Cincinnati-New York, Member of the Educational Committee of the Associated Advertising Clubs of America.

Advertising

HENRY M. Brouse, Auditor, Gale Brothers.

Administration

Banking

ADMISSION

The courses offered are open to all who are qualified to pursue them with profit. The College has been established for the purpose of supplying scientific instruction in the fundamental principles and practices of commerce with a view to increasing the efficiency of those who contemplate engaging in business or who have already entered upon such a career. To this end its facilities are available to everyone whose training, either in school or in actual business, is such as to enable him to utilize them to advantage. A knowledge of bookkeeping is required of those who enter the courses in Accounting.

FEES

Students taking work in the College of Commerce are charged a library fee of \$5.00 and a tuition fee of \$15.00 for one course of two hours a week throughout the year, and \$10.00 per year for each additional two-hour course. Tuition for a full year's work of five courses of two hours each is \$50.00. (For registration see page 7.)

SCHEDULE OF COURSES FOR 1912-13

All classes are held from 7:30 to 9:30

Monday Banking.

Advertising.

Tuesday Fundamental Principles of Commerce.

Wednesday Organization and Administration.

Law of Commercial and Banking Paper.

Thursday Commercial Contracts.

Investments.

Friday Accounting.

COURSES OF INSTRUCTION GENERAL

Fundamental Principles of Commerce.—The first part of this course will be devoted to the following subjects: an analysis of the nature of exchange; value and the conditions which determine it; price and price making, with special reference to the nature and influence of competition and monopoly; the relation of money and price.

There will follow a study of special price problems, such as the nature and function of a standard of value and the requisites for securing an adequate standard; the relation between purchases and sales, especially in the case of exports and imports, and the effect upon price of internal revenue and import duties; domestic and foreign rates of exchange; transportation rates.

The purpose of this course is twofold: (1) to formulate the principles which determine price; and (2) to ascertain the nature of fair price and the method by which it can be secured. T., 7:30—9:30.

Mr. Hicks.

ACCOUNTING

1. Principles of Accounting.—A study of the fundamental principles of accounting, with constant practice in their application. The class will consider the methods of accounting adapted to various kinds of business, working out in that connection a complete series of transactions in forms especially prepared for that purpose.

Special attention will be given to the theory of accounting which will include the basis of accounts, trial balance, statement and balance sheet, capital and revenue, reserve funds and accounts, sinking funds, income and expenditure, depreciation and appreciation, etc.

The entire course will be illustrated with lectures and simple practical problems covering all the important accounting principles encountered in actual work.

The practical work is divided as follows:

- 1. Opening partnership accounts; balance sheets; manufacturing, trading, and profit and loss accounts; reserves, depreciation, admission of new partners, realization and liquidation accounts, adjustment ledger and accounts.
- 2. A manufacturing business, cost and stock accounting, statement of affairs and deficiency account; joint accounts; partnership adjustments; sale of business to a corporation.
- 3. Corporation accounts; capital stock; stock transfers; dividends; sale of business; good will and various treatment of same.
- 4. Commission accounting, embracing accounts kept in two or more moneys; analyzing ledger accounts; receivers' and executors' accounts.

A knowledge of the principles of bookkeeping is a pre-requisite to entering the course in accounting. F., 7:30—9:30.

Mr. Roden.

ADMINISTRATION

1. Elements of Business Organization and Administration.—This course will deal with the basic facts of business organization and with the principles underlying the administration of all organized business.

More specifically the following subjects will be treated: the factors to be considered in determining the nature of any given business to be undertaken; the proper weighting of the various circumstances affecting the selection of a location; the determination of the amount of capital needed, and a consideration of how and where such capital can be secured; a comparative study of the different types of business organization—individual, partnership, and corporate; the methods of procedure to be followed in effecting an organization of each type; and the structural organization of a business—sales, purchases, credits, traffic, accounting, and labor.

Detailed study will be made of the best administrative methods used by wholesale, jobbing, and retail establishments, department stores, brokerage firms, railways, banks and credit institutions, insurance companies, and other distinctive forms of commercial organizations.

The purpose of the course will be to familiarize the student with the general, basic principles of commercial organization and administration, and the method will be by lectures, assigned readings, reports, discussion, and investigation. W., 7:30—9:30. Mr. Brouse.

2. Advertising in Modern Merchandising.—This course will outline the theory of advertising and apply it to the business of today. It will include: the scope of advertising; its place in modern commerce; what psychology has contributed to advertising; forms and media of advertising; the part played by population and its distribution; copy and layout; advertising to men; advertising to women; building an advertising campaign and interlocking it with the sales campaign; advertising as a business. M., 7:30—9:30.

Mr. Manss.

COMMERCIAL LAW

1. Commercial Contracts.—This course begins with a brief analysis of law and a description of the place of contract in jurisprudence. It then takes up the essential elements in the formation of contracts; offer and acceptance; form and consideration; contracts that must be in writing under the statute of frauds; the capacity of infants, corporations, and others to contract; the reality of consent as affected by mistake, fraud, undue influence, and duress; and illegality because in violation of the statutes or of the common law, or contrary to public policy, or fraudulent. There follows a consideration of the operation of contracts; their interpretation and construction; and the various modes of discharge of contracts, by agreement, by performance including payment and tender, by impossibility of performance, by operation of law, and by breach. The course concludes with a discussion of breach of contract, damages, and specific performance

This course should precede all other courses in commercial law. Th., 7:30—9:30.

Mr. Isaacs.

- 2. Law of Commercial and Banking Paper.—The following is the outline of this course:
- 1. Negotiable instruments payable in money. This will include:

 (a) the general rules governing all negotiable instruments treated under the following heads: form and interpretation; consideration, negotiation; rights of holder; liabilities of parties; presentation for payment; notice of dishonor; discharge of negotiable instruments;

 (b) drafts (bills of exchange), treated under the following heads: form and interpretation; acceptance; presentation for acceptance; protest; acceptance for honor; payment for honor; bills in a set;

 (c) promissory notes, bonds, checks and certificates of deposit treated under the following heads: form and interpretation; general provisions.
- 2. Negotiable instruments payable in securities. There will be considered: warehouse receipts, bills of lading and certificates of stock, the issue of, rights and obligations under, negotiation and transfer of.
- 3. Non-negotiable credit contracts. Book accounts, guaranty, and suretyship. W., 7:30—9:30. Mr. Guckenberger.

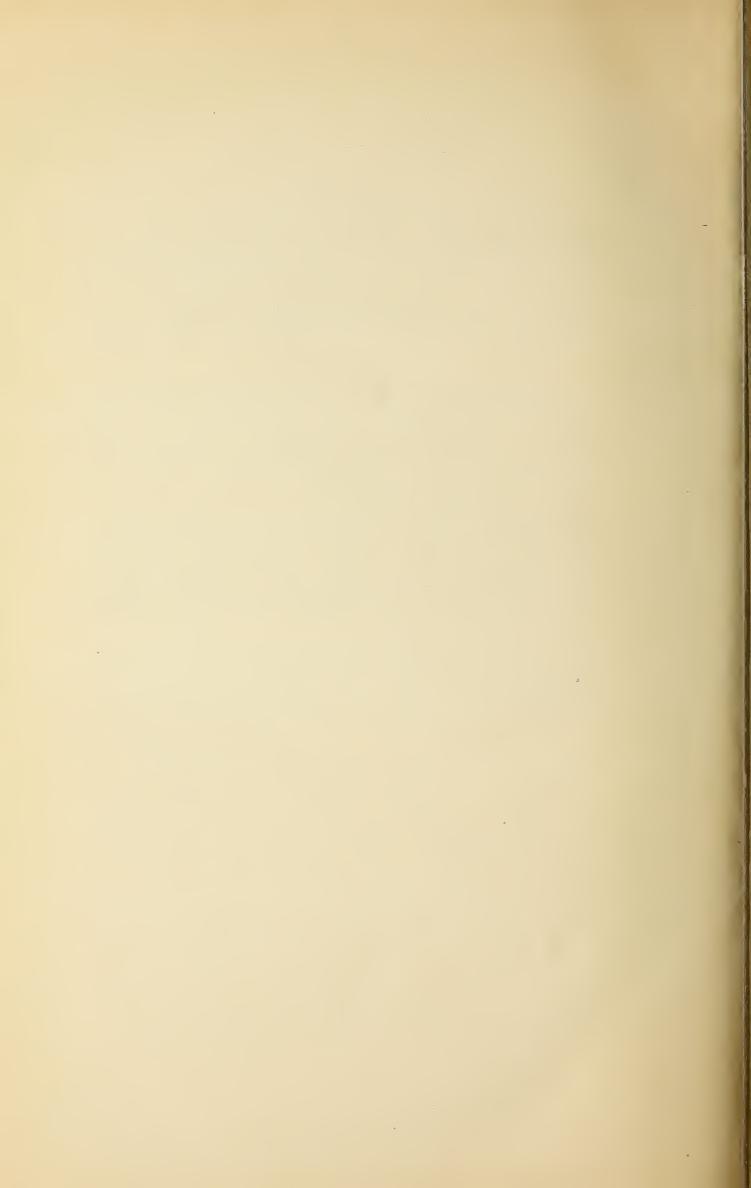
FINANCE

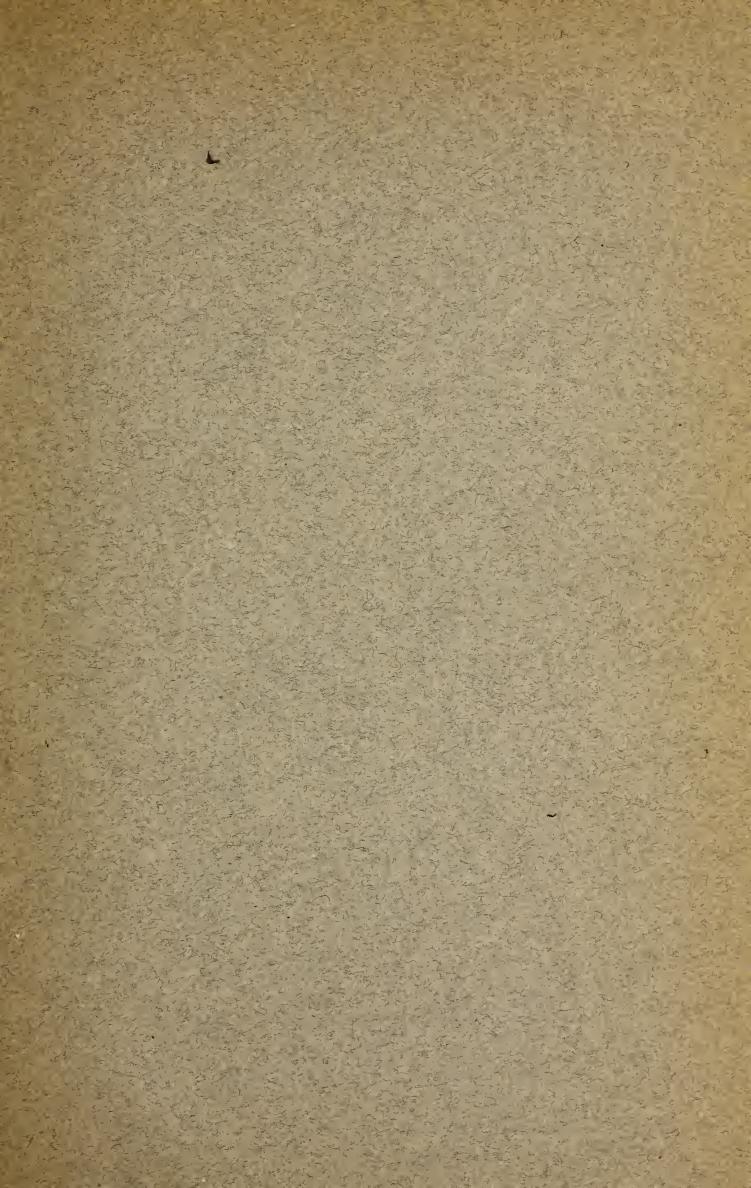
- 1. Banking.—The functions and methods of modern banks. There will be included a description of the organization and various departments of banks; national and state banks; savings banks and trust companies; discounts and deposits; the various forms of bank paper, drafts, certificates of deposit, letters of credit, and others; and foreign exchange. The leading banking systems will be compared and the problems of modern banking will be considered. M., 7:30—9:30.
- 2. Investments.—A study of the fundamental principles underlying the correct investment of funds: distribution of risk and selection in accordance with requirements, involving a consideration of safety of principal and interest; convertibility; stability of market price; regularity of income; prospect of appreciation in value; convenience and freedom from care, etc.

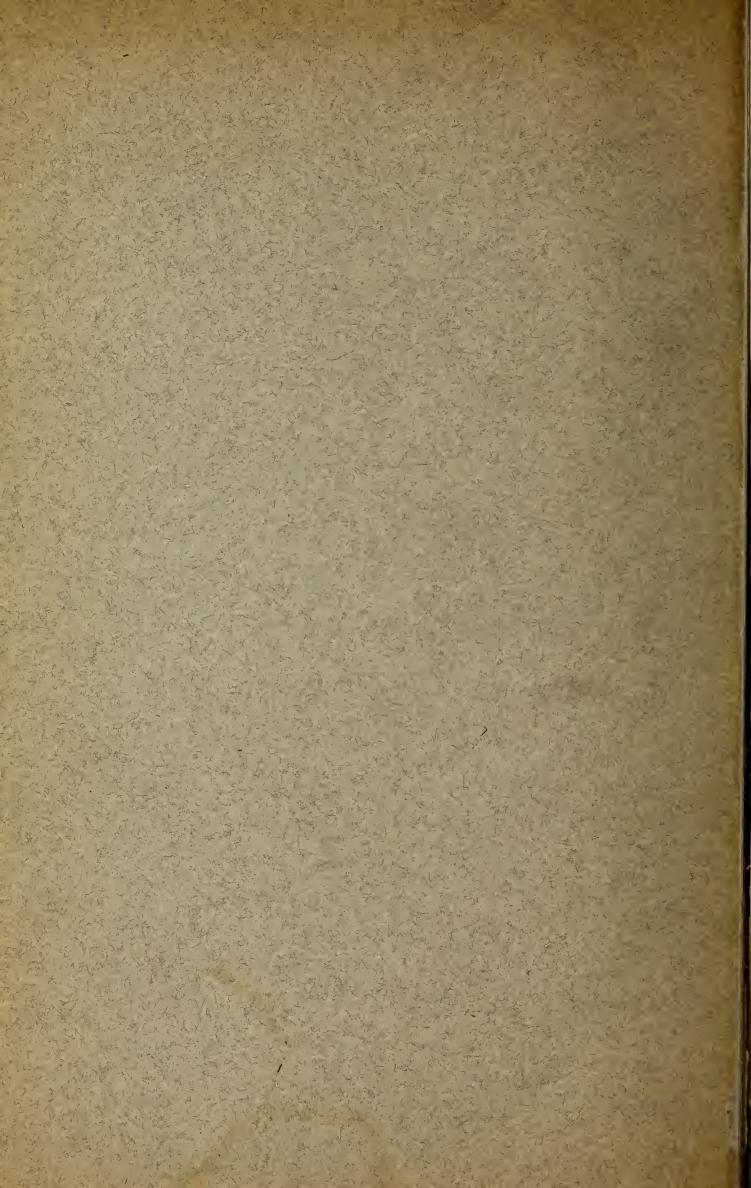
The various kinds of investments will be described and their distinguishing characteristics compared: bonds, municipal, railroad, public service, corporation, irrigation, timber, and others; stocks, railroad, large and small corporation; listed and unlisted securities; real estate mortgages and real estate; savings bank deposits; and life insurance. Railroad and corporation reports will be analyzed from the investor's standpoint.

The course will include also consideration of the functions of the dealers in investment securities; the underwriting houses and the stock brokers; the stock market, the mechanism of the stock exchange, speculation; the money market; and panics and crises in their relation to investments. Th., 7:30—9:30.

Mr. Dupuis.







1913/14

UNIVERSITY OF CINCINNATI RECORD

SERIES 1

APRIL, 1913

Vol. IX, No. 6

ANNOUNCEMENT OF THE

COLLEGE OF COMMERCE

1913-1914NIVERSITY OF ILLINOIS LIERARY

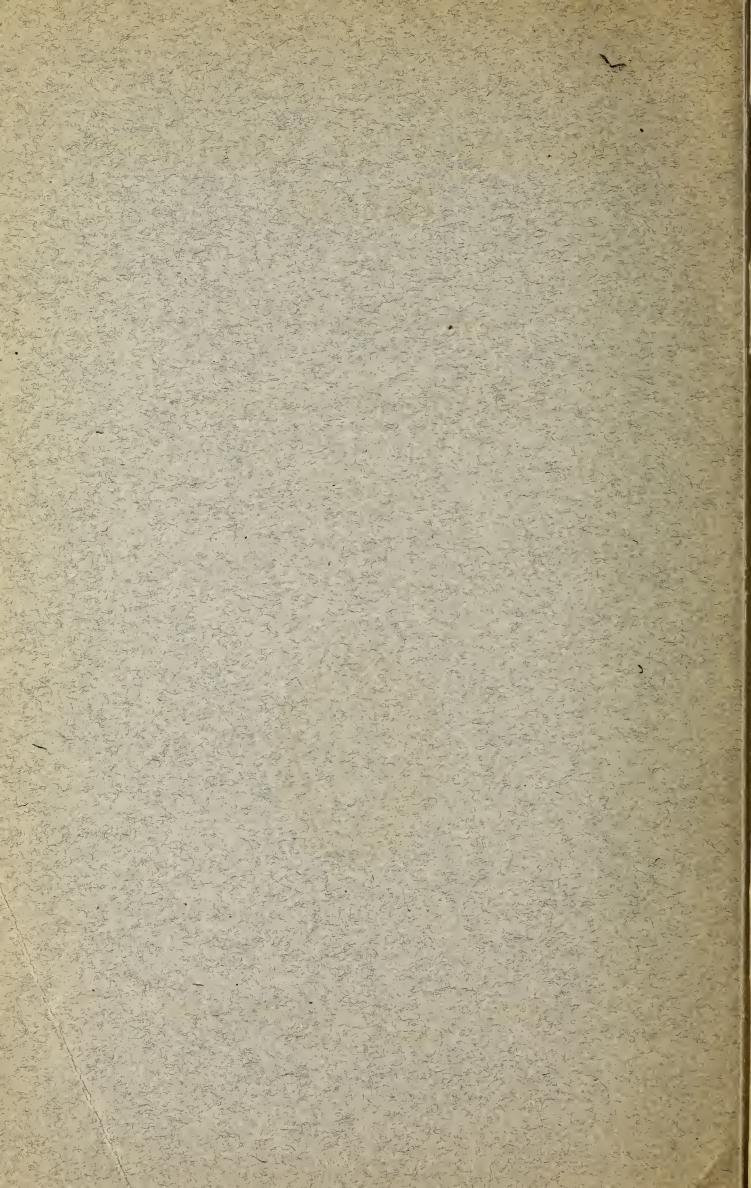


UNIVERSITY OF ILLINOIS

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PRESIDENT'S OFFICE

PUBLISHED BY THE UNIVERSITY OF CINCINNATI
CINCINNATI, OHIO

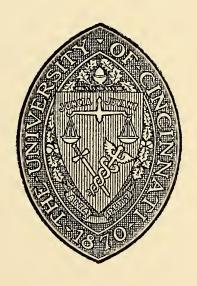


University of Cincinnati Record

ANNOUNCEMENT OF THE

COLLEGE OF COMMERCE

1913-1914



PUBLISHED BY THE UNIVERSITY OF CINCINNATI CINCINNATI, OHIO

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CALENDAR

1913

Sept. 15, Monday.	Entrance examinations begin.
Sept. 18, Thursday. Sept. 19, Friday. Sept. 20, Saturday.	Registration days for the College of Commerce.
Sept. 20, Saturday.	Entrance examinations end.
Sept. 22, Monday.	First semester begins.
Nov. 27, Thursday. {	Thanksgiving Day: a holiday. Recess of three days.
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Recess from December 22, 1913, to January 10, 1914, Inclusive.

1914

JAN. 12, MONDAY.	Classes resumed.
Feb. 9, Monday.	Second semester begins.
MAY 1, FRIDAY.	Oratorical contest for Jones Prizes.
May 30, Saturday.	Memorial Day: a holiday.
June 12, Friday.	Second semester ends.
JUNE 13, SATURDAY.	University Commencement Day.

DEPARTMENTS OF THE UNIVERSITY

The University comprises the following departments:

GRADUATE SCHOOL,

McMICKEN COLLEGE OF LIBERAL ARTS,

COLLEGE FOR TEACHERS,

- COLLEGE OF ENGINEERING: Departments of Chemical, Civil, Electrical, Mechanical, and Metallurgical Engineering,
- COLLEGE OF MEDICINE (The Ohio-Miami Medical College and the Clinical and Pathological School of the Cincinnati Hospital),

COLLEGE OF COMMERCE.

FACULTY

CHARLES WILLIAM DABNEY, Ph. D., LL. D., PRESIDENT OF THE Office, 10 McMicken Hall. UNIVERSITY
FREDERICK C. HICKS, Ph. D., DEAN and Professor of Economics and Office, 8 McMicken Hall. Commerce
JOHN C. DUNCAN, PH. D., Professor of Administration and Accountancy
———, Professor of Finance
, Professor of Commerce and Transportation
NATHAN ISAACS, Ph. D., LL. B., Lecturer on Commercial Law Member of the Faculty of the Cincinnati Law School
CHARLES W. DUPUIS, Lecturer on Investments Cashier Second National Bank.
HARVEY M. MANSS, A. B., Lecturer on Advertising Of the J. Walter Thompson Advertising Company.
Henry M. Brouse, Lecturer on Administration Auditor, Gale Brothers.
ERNEST A. RODEN, Lecturer on Accounting Public Accountant and Auditor.
EDWARD A. SISSON, A. B., Lecturer on Banking. Assistant Secretary, Central Trust and Safe Deposit Company.
George R. Lamb, C. P. A., Lecturer on Accounting Accountant.
OTHER ADMINISTRATIVE OFFICERS
Henry S. West, Ph. D., Director of School Affiliation. Office, 2 McMicken Hall.
Alfred Brodbeck, Director of Physical Education. Gymnasium Building.
Daniel Laurence, B. S., Secretary of the University. Office, 5 McMicken Hall.
CHARLES ALBERT READ, Librarian of the University Library. Van Wormer Library Building.
LELIA GARVIN HARTMANN, B. L.,
THOMAS L. McJoynt, Secretary, College of Commerce.

COLLEGE OF COMMERCE

GENERAL STATEMENT

The College of Commerce has been organized for the purpose of providing opportunity for higher commercial education. It was established in 1906 as a separate institution, largely the outgrowth of evening classes held under the patronage of the Cincinnati Chapter of the American Institute of Banking, and became a part of the University in 1912.

The time has come when it is worth while for the young man who desires to achieve success in a business career to begin by learning what the experience of others has to teach. The saving of waste is an important element in modern industry. It is in keeping with this idea that the wasteful method which requires business men to learn everything anew for themselves through their own experience should give place to a system which provides opportunity for each generation to know the results of the efforts of the preceding generation. It is thereby enabled to start somewhat in advance of where its predecessor did, and so to attain larger results.

There are, of course, many phases of business which every man must learn for himself, but business experience has developed principles and methods of procedure which can be taught. Moreover, these principles and methods have become so far standardized as to constitute a useful foundation upon which to build the experience of the individual.

In this respect, an interesting parallel may be drawn between preparation for the legal and medical professions, on the one hand, and preparation for a commercial career, on the other. Not very many years ago it was believed that training for law could best be secured in the office of a practicing attorney, and training for medicine, in the office of a physician. Today, those desiring to enter these professions avail themselves of the facilities offered by the colleges of law and of medicine. None of these colleges professes to qualify its graduates to become at once leaders in their respective fields. To their college training must be added practical experience. Yet few, if any, now question that the preparation afforded by such institutions makes possible more rapid progress in the practice of those professions and, what is even more important, a far greater ultimate achievement.

In like manner, colleges for commercial training do not undertake to turn out ready-made captains of industry, but they do expect to assist in laying a foundation which, when combined with the training of practical experience, will enable the business man to attain larger results.

ADMISSION

The courses offered are open to all who are qualified to pursue them with profit. The College has been established for the purpose of supplying scientific instruction in the fundamental principles and practices of commerce with a view to increasing the efficiency of those who contemplate engaging in business or who have already entered upon such a career. To this end its facilities are available to every one whose training, either in school or in actual business, is such as to enable him to utilize them to advantage.

Students are admitted (a) as candidates for a degree, (b) as candidates for a diploma, or (c) as special students.

Candidates for a degree are expected to satisfy the regular college entrance requirements and to complete a pre-commercial course consisting of forty college credit hours and two years' successful business experience, or of sixty college credit hours, i. e., the equivalent of two years' college work.

A credit hour is one recitation hour a week carried through a semester or half year.

The college credit hours must include the following:

English Composition	4	credit	hours
Economics	4	"	66
Economic History	4	66	66
Commercial Geography	4	"	"
Statistics			"
Logic	4	"	"
Ethics		"	"
Psychology	4	"	"
Mathematics		"	"

Six credit hours in science may be substituted for four of the eight credit hours in mathematics.

Eight credit hours in German, French, or Spanish may be substituted for an equal amount of the required work listed above, subject to the approval of the faculty.

Opportunity to secure this preparation is afforded by the College of Liberal Arts of the University of Cincinnati, which offers, in addition to the regular day classes, late afternoon and evening classes so adjusted as to enable the students to combine class work with practical business training. The following schedule has been arranged:

		Monday	Tuesday	WEDNESDAY	Thursday	FRIDAY
Year	4:45 to 6:45		English Composition		Logic	
Year First	7:39 to 9:30			Economics	Economic History	Mathematics
	4:45 to 6:45	Statistics	-	Commercial Geography		
Second	7:30 to 9:30	Ethics	Psychology			Mathematics

In the two years' business training, the student is required to pursue a course of investigation under the direction of the teachers of the College of Commerce. Special schedules will be prepared with a view to directing the student's observation of business activities so as to make it effective as an essential part of his preparation for the work of the College of Commerce.

Candidates for a Diploma.—Persons are admitted as candidates for a diploma upon giving satisfactory evidence that their scholarship and business experience are adequate. They are required to submit to the Committee on Admission a detailed description of their educational and business training and to supplement this with such additional preparation as in the judgment of the committee may be desirable. Application blanks will be supplied upon request.

Special Students.—The classes of the College of Commerce are open to those who wish instruction along special lines only, provided they are of suitable age and business experience. Those desiring to enroll as special students are required to satisfy the Committee on Admission that they are able to carry on the work desired.

Any student who, after entering, becomes a candidate for a degree or for a diploma, will receive credit for all courses satisfactorily completed, but before becoming a candidate for a degree or for a diploma, he must satisfy the entrance requirements.

All students are amenable to the same regulations in matters of class work, examinations, discipline, etc.

Applications for admission should be addressed to the Dean of the College of Commerce, University of Cincinnati, Cincinnati, Ohio.

REGISTRATION

Registration in 1913 will begin on Thursday, September 18, and will close on Saturday, September 20. The office will be open during the evening of each of these days from 7:30 to 9:30. Students registering on any other days than those designated above will be required to pay a registration fee of one dollar.

No person will be admitted to any course after the beginning of the semester, unless a good and sufficient excuse for not entering at the opening of the semester be presented to the Dean; and in no event will any person be permitted to enter the work of any semester after the close of the third week of that semester. In accordance with this regulation no person will be admitted to the work of the first semester of 1913-14 after October 11, 1913.

The steps in registration are as follows:

- (1) Secure from the Dean and fill out a Course Card.
- (2) Obtain from the Registrar a registration blank; fill out the same and present to the Registrar and secure a Card of Matriculation Fees.
- (3) Pay the registration and library and the tuition fees to the Clerk of the Board and get a receipt therefor.
- (4) File the Course Card and in the case of new students the Cards of Admission in the box prepared for that purpose in the Registrar's office.

FEES

Students taking work in the College of Commerce are charged a registration and library fee of \$5.00 per year. The tuition for a full year's work of five courses is \$50.00. Those taking less than a full year's work are charged \$6.00 per recitation hour per year. Thus the tuition for one two-hour course is \$12.00 a year.

PLAN OF INSTRUCTION

The course of study is planned to combine and co-ordinate theory and practice. Though differing in the details of organization, the basic principle is the same as that of the Co-operative Engineering Course.

Though not as yet fully developed, the course will require three full years of work for its completion. This work will consist of two parts carried on simultaneously: the first composed of courses at the University; the second, of practice in one or more fields of business.

College Courses.—During the first year, the student will give his attention to a group of fundamental subjects, a general knowledge of which is important in all kinds of commercial activity. These are:

Fundamental Principles of Commerce,
Business Administration,
Principles of Accounting,
Banking and Credit,
Commercial Contracts.

The second year's work will consist, in part, of additional fundamental subjects and, in part, of courses selected with reference to the special field for which the student desires to prepare. The required courses during this second year are:

Barometrics of Business, Commercial Law.

In addition to these, the student will select, subject to the approval of the faculty, three two-hour year courses or their equivalent in half-year courses.

The subjects in the third year are elective, in order that the student may, if he so desires, confine his attention to a special field. At least five two-hour courses or their equivalent in half-year courses will be selected, subject to the approval of the faculty.

In the present stage of development of the College, the number of available electives is necessarily limited, but it is intended to increase these until opportunity for study is afforded in all the fields which properly belong in a College of Commerce.

Business Practice.—Throughout the three years, the student is expected to be in business and to carry on, under the supervision of the faculty of the College of Commerce, a carefully planned study of the business in which he is engaged. This will involve regular reports and conferences. Failure to meet successfully the practical demands of business will debar the student from continuing as a candidate for a degree.

Except as required in the regular schedule of studies, no student will be allowed to take more than ten hours of class work a week, of which not more than six hours, i. e., three two-hour courses or their equivalent, may be taken from 7:30 to 9:30.

GRADUATION

Degree.—The degree of Bachelor of Commercial Science will be conferred upon the following conditions:

- (1) The completion of the course of study as outlined, consisting of sixty *credit hours and of three years' successful business experience, including a systematic study of the business concerned.
- (2) The preparation of a satisfactory thesis relating to the business in which the student has been engaged, with special reference to the application thereto of the subjects studied in the College. The paper must show that the writer has the ability not only to gather data, but also to correlate and apply the same in solving commercial problems.

Only such students as have satisfied the entrance requirements prescribed for candidates for a degree may receive the degree of Bachelor of Commercial Science.

Diploma.—A diploma in Commerce will be given to those who, having been duly approved as candidates therefor, complete sixty credit hours as described in the Plan of Instruction and three years' successful business practice.

Certificate.—A certificate will be awarded to special students upon the completion of a duly approved group of selected subjects.

CERTIFIED PUBLIC ACCOUNTANT

A special course has been arranged for those who desire to obtain the Certified Public Accountant certificate. The Act regulating the examination for this certificate may be found on page 19.

EVENING ACADEMIC COURSES

The University of Cincinnati offers also evening academic courses, which are open to students in the College of Commerce. For detailed information concerning these courses, address the Supervisor of Evening Courses.

^{*} For definition of credit hour, see p. 8. Two hours of laboratory work in the College of Commerce are considered equivalent to one recitation hour.

SCHEDULE OF COURSES

FRIDAY	*Accounting 1 Laboratory	*Accounting 1 Lectures
THURSDAY	*Business Administration †Barometrics of Business	*Commercial Law 1 Adv. Accounting Investments
WEDNESDAY		†Commercial Law 2 Auditing
TUESDAY	*Fundamental Principles of Commerce	Insurance
MONDAY	-	Advertising *Banking
	4:45 to 6:45	7:30 to 9:30

* Required of regular first year students.
† Required of regular second year students.

COURSES OF INSTRUCTION

- * Required of regular first year students.
- † Required of regular second year students.

ADMINISTRATION AND ACCOUNTANCY

- *1. Business Administration.—A consideration of the physical factors which influence plant layouts, structures, and labor problems, followed by a discussion of the different types of organization necessary for financial and managerial administrative control. Th., 4:45—6:45.
- *2. Principles of Accountancy.—This course is the foundation of all work in accounting. The student is made familiar with the keeping of accounts of various kinds of business, mercantile, industrial, and financial; the accounting for various types of business organization; the methods of preparing the industrial and commercial statistics of a plant, for the purpose of making proper deductions as to the efficiency of departments and the soundness of business policy. This course includes drill in the designing of accounting systems for the different kinds of business considered. Lecture, F., 7:30—9:30; Laboratory, F., 4:45—6:45.
- 3. Advanced Accounting.—This is a problem course including the consideration of the principles of Cost Accounting, the handling of capital, revenue, dissolution of partnership, realization, liquidation, insolvency, good-will, treatment of bad debts, suspense, maintenance, depreciation, reserve and sinking funds, contingent funds, secret reserves and the like. In this course are also considered the special topics of executor accounts, insurance accounts, and accounting for municipalities and other public bodies. Th., 7:30—9:30.
- 4. Auditing.—Discussion of the duties and responsibilities of an auditor; the kinds of audits that can be made and the value of each; the auditor's report, what it should contain; his certificate, its value; the preparation of audit reports. W., 7:30—9:30.

COMMERCE

*1. Fundamental Principles of Commerce.—The first part of this course will be devoted to the following subjects: an analysis of the nature of exchange; value and the conditions which determine it;

price and price making, with special reference to the nature and influence of competition and monopoly; the relation of money and price.

There will follow a study of special price problems, such as the nature and function of a standard of value and the requisites for securing an adequate standard; the relation between purchases and sales, especially in the case of exports and imports, and the effect upon price of internal revenue and import duties; domestic and foreign rates of exchange; transportation rates.

The purpose of this course is twofold: (1) to formulate the principles which determine price; and (2) to ascertain the nature of fair price and the method by which it can be secured. T., 4:45-6:45.

- † 2. Barometrics of Business.—A study of the phenomena that are commonly regarded as signs of the trend of business activity, and of the various plans of combining them with a view to forecasting business conditions. Among the most important of the subjects to be considered are commodity prices, bank clearings, loans and discounts, crop and metal statistics, foreign trade, gold movements and money rates, investment conditions, railroad conditions, and business failures. Special attention will be given to crises and depressions. Th., 4:45—6:45.
- 3. Advertising in Modern Merchandising.—This course will outline the theory of advertising and apply it to the business of today. It will include: the scope of advertising; its place in modern commerce; what psychology has, contributed to advertising; forms and media of advertising; the part played by population and its distribution; copy and layout; advertising to men; advertising to women; building an advertising campaign and interlocking it with the sales campaign; advertising as a business. M., 7:30—9:30.
- 4. Railroad Transportation, Car Service and Demurrage.—The subjects treated in this course are:
- (a) The nature and scope of transportation; the origin of the American railway, its growth and the present railway system of the United States.
- (b) The railway corporation and its charter; railway capitalization, earnings, expenses and dividends; railway freight, passenger and express service; the accounts and statistics of the railway service.
- (c) Theory of rates and fares; rate making in practice; freight classifications; railway competition, pools, and traffic associations.

- (d) Demurrage and car service; bills of lading and contracts; the handling of claims.
- (e) Railroad regulation by the state and national government; the Interstate Commerce Act.

Omitted in 1913-14.

COMMERCIAL LAW

*1. Commercial Contracts.—This course begins with a brief analysis of law and a description of the place of contract in jurisprudence. It then takes up the essential elements in the formation of contracts; offer and acceptance; form and consideration; contracts that must be in writing under the statute of frauds; the capacity of infants, corporations, and others to contract; the reality of consent as affected by mistake, fraud, undue influence, and duress; and illegality because in violation of the statutes or of the common law, or contrary to public policy, or fraudulent. There follows a consideration of the operation of contracts; their interpretation and construction; and the various modes of discharge of contracts, by agreement, by performance including payment and tender, by impossibility of performance, by operation of law, and by breach. The course concludes with a discussion of breach of contract, damages, and specific performance.

This course should precede all other courses in commercial law. Th., 7:30—9:30.

- † 2. Law of Commercial and Banking Paper.—The following is the outline of this course:
- (a) Negotiable instruments payable in money. This will include: The general rules governing all negotiable instruments treated under the following heads: form and interpretation; consideration, negotiation; rights of holder; liabilities of parties; presentation for payment; notice of dishonor; discharge of negotiable instruments. Drafts (bills of exchange), treated under the following heads: form and interpretation; acceptance; presentation for acceptance; protest; acceptance for honor; payment for honor; bills in a set. Promissory notes, bonds, checks and certificates of deposit treated under the following heads: form and interpretation; general provisions.
- (b) Negotiable instruments payable in securities. There will be considered: warehouse receipts, bills of lading and certificates of stock, the issue of, rights and obligations under, negotiation and transfer of.
- (c) Non-negotiable credit contracts. Book accounts, guaranty, and suretyship. W., 7:30—9:30.

- 3. Law of Partnership and of Business Corporations.—The first half of the term will be given to the law of partnership, and the second half to the law of business corporations. The outline of the course is as follows:
- (a) Partnership; what constitutes a partnership; classification and definition of partnership; contract of partnership; firm as entity; firm name and good will; capital of firm; partnership property; rights and liabilities of partners among themselves; rights and liabilities of partners as to third persons; actions; dissolution; joint stock companies; limited partnership.
- (b) Business corporations; definitions and legal status; formation and organization; charter, code of regulations, and by-laws; directors and officers; capital stock and bonds; stockholders; legal aspect of corporate accounts; dissolution; consolidation; reorganization.

Omitted in 1913-14.

FINANCE

- *1. Banking.—The functions and methods of modern banks. There will be included a description of the organization and various departments of banks; national and state banks; savings banks and trust companies; discounts and deposits; the various forms of bank paper, drafts, certificates of deposit, letters of credit, and others; and foreign exchange. The leading banking systems will be compared and the problems of modern banking will be considered. M., 7:30—9:30.
- 2. Investments.—A study of the fundamental principles underlying the correct investment of funds: distribution of risk and selection in accordance with requirements, involving a consideration of safety of principal and interest; convertibility; stability of market price; regularity of income; prospect of appreciation in value; convenience and freedom from care, etc.

The various kinds of investments will be described and their distinguishing characteristics compared: bonds, municipal, railroad, public service, corporation, irrigation, timber, and others; stocks, railroad, large and small corporation; listed and unlisted securities; real estate mortgages and real estate; savings bank deposits; and life insurance. Railroad and corporation reports will be analyzed from the investor's standpoint.

The course will include also consideration of the functions of the dealers in investment securities; the underwriting houses and the stock brokers; the stock market, the mechanism of the stock exchange, speculation; the money market; and panics and crises in their relation to investments. Th., 7:30—9:30.

3. Corporation Finance.—Methods of financing a corporation; forms of securities employed; their issue and sale; watered stock; amortization; the relation of shareholders, creditors, and the general public to corporation finance; the nature and purpose of state regulation.

Omitted in 1913-14.

OTHER COURSES

1. Insurance.—The following subjects will be discussed in this course:

Life Insurance.—History, principles and theory, economic value, calculation of the premium, life insurance as a protection and an investment, organization and administration, medical selection, legal phases, conservation as applied to life insurance, the field and the agent.

Casualty Insurance.—Personal accident, plate glass, public liability, employers' liability, workmen's collective.

Marine Insurance.

Credit Indemnity.

Surety Insurance.—History of surety insurance, judicial, contract, fidelity fraternal order, and bank insurance.

Fire Insurance. Tu., 7:30—9:30.

GERMAN, FRENCH, SPANISH

Facilities will be provided for those desiring to secure a commercial knowledge of German, French, or Spanish.

CERTIFIED PUBLIC ACCOUNTANT ACT

A Bill to establish an Ohio state, board of accountancy for the regulation of the practice of the profession of public accounting.

Be it enacted by the General Assembly of the State of Ohio:

Section 1. That any citizen of the United States, or person who has duly declared his intention of becoming such citizen, being over the age of twenty-one years, of good moral character, a graduate of a high school or having received an equivalent education, who has had at least three years' experience in the practice of accounting, and who shall have received from the state board of accountancy, as hereinafter provided, a certificate of his qualifications to practice as a public expert accountant, shall be styled and known as a certified public accountant; and no other person or persons shall assume such title or use the abbreviation "C. P. A.," or any other words or letters to indicate that the person using the same is a certified public accountant.

Section 2. On or before the first day of July, one thousand nine hundred and eight, the governor shall appoint three persons, not more than two of whom shall belong to the same political party, to constitute and serve as a state board of accountancy. The members of such board shall be persons skilled in the knowledge and practice of accounting and actively engaged as professional public accountants within the state of Ohio. One member of such board shall be appointed for one year, one member for two years and one member for three years, and upon the expiration of their respective terms their successors shall be appointed for a term of three years. In case of a vacancy caused by resignation or otherwise the governor shall fill such vacancy by appointment for the unexpired term. Immediately upon its appointment the board shall organize by choosing one of its number as president and one as secretary and treasurer. The secretary and treasurer shall give bond in such sum as the board may determine. The board shall keep a complete record of all its proceedings.

Section 3. An examination in "theory of accounts," "practical accounting," "auditing" and "commercial law as affecting accountancy," for applicants for such certificates, shall be held annually; but, if not less than five months after the annual examination, three or more persons apply to the board for certificates, the board shall hold an examination for such applicants. The time and place of each examination shall be fixed by the board.

SECTION 4. The board shall charge for the examination and certificate provided for in this act, a fee of twenty-five dollars. Such fee shall be paid to the treasurer of the board at the time of filing the

application. In no case shall the examination fee be refunded, but an applicant may be re-examined within eighteen months from the date of his application without the payment of an additional fee. From the fees collected as herein provided, the board shall pay all expenses incident to such examinations, the expenses of preparing and issuing certificates, and to each member of the board, for the time actually expended in performing his duties, a sum not exceeding five dollars per day and his necessary traveling expenses. But in no case shall the expense incurred by the board or the compensation or traveling expenses of the members thereof, be a charge against any fund of the state.

Section 5. Any person who files his application within six months after the organization of the board and is at the time of filing such application a public accountant, and has practiced the profession of public accounting for at least three years, shall file with his application proof of such facts and proof that his general and special education is at least equal to the standard prescribed by this act. If the board shall be satisfied that the statements contained in such application and proofs are true and that the applicant possesses the general and special education required by the standards herein prescribed, it shall issue to the applicant a certificate as a certified public accountant without further examination.

Section 6. Any person who is a citizen of the United States or has declared his intention of becoming such citizen, over twenty-one (21) years of age, of good moral character, and who has complied with the rules and regulations of the board, and who holds a valid and unrevoked certificate as a certified public accountant issued by or under the authority of any other state, or of the United States or the District of Columbia, or any territory of the United States, or by or under the authority of a foreign nation when the board shall be satisfied that their standards and requirements for a certificate as a certified public accountant, are substantially equivalent to those established by this act, shall receive from the board a certificate as a "certified public accountant," and such person may thereafter practice as a certified public accountant and assume and use the name, title and style of "certified public accountant" or any abbreviation or abbreviations thereof, in the state of Ohio.

Section 7. The state board of accountancy may revoke any certificate issued under this act for sufficient cause, provided that written notices shall have been mailed to the holder of such certificate at his last known address at least twenty days before any hearing thereon, stating the cause of such contemplated action, and appointing a time for a hearing thereon by the board; and, provided further,

that no certificate issued under this act shall be revoked until such hearing shall have been held.

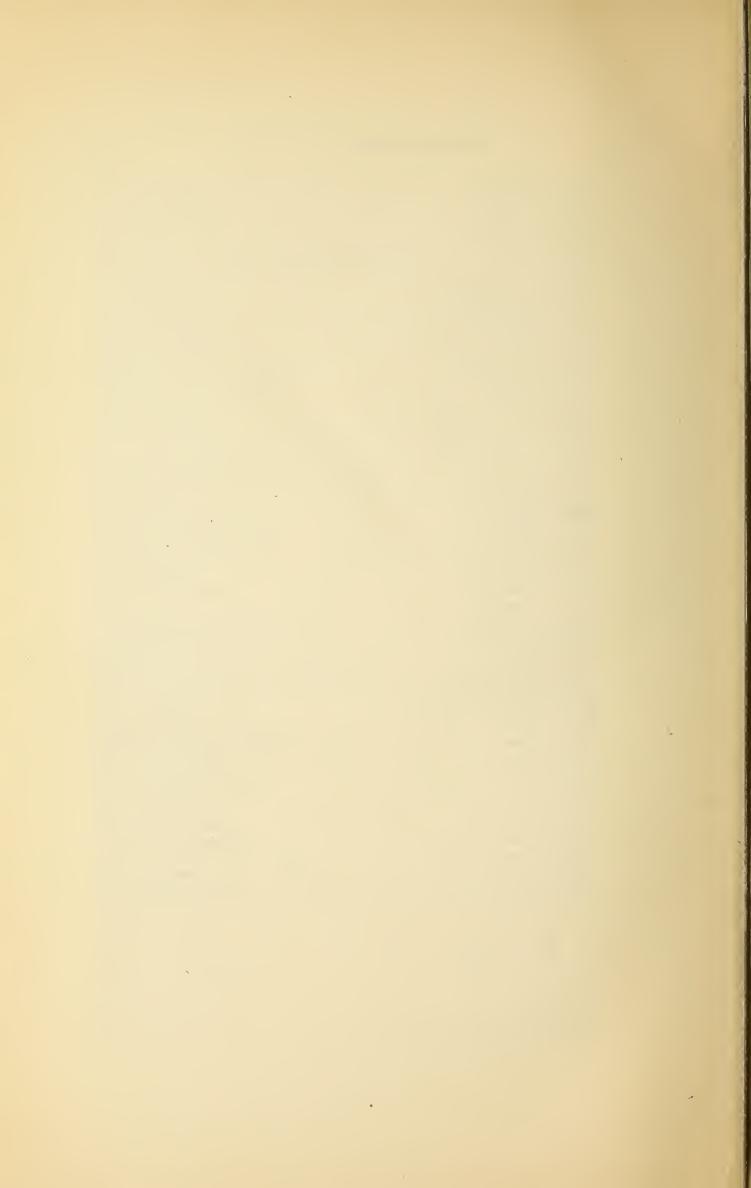
Section 8. If any person shall represent himself as having received a certificate as provided in this act, or shall practice as a certified public accountant or use the abbreviations "C. P. A.," or any other similar words or letters to indicate that the person using the same is qualified to practice in this state as a certified public accountant without having received such certificate as provided for by this act, or if any person having received a certificate as provided in this act, and having thereafter lost such certificate by revocation as herein provided, shall continue to practice as a public accountant, he shall be fined not less than ten dollars (\$10.00) and not exceeding one hundred dollars (\$100.00) for each offense.

SECTION 9. Nothing herein contained shall be construed so as to prevent any person from being employed as a public accountant within this state.

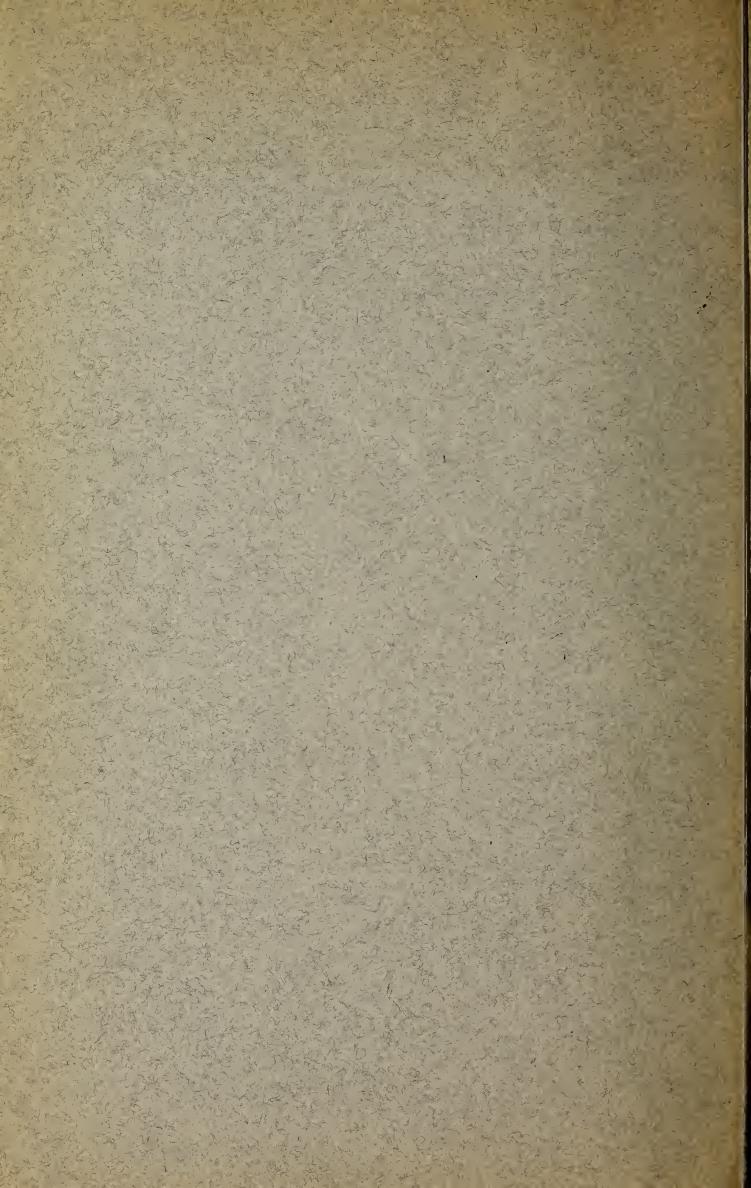
STUDENTS 1912-1913

AITHEIMED REDTEAM M	The Furniture Commercial Agency
	Fifth-Third National Bank
	Bankhardt's Trunk & Leather Goods Co.
· · · · · · · · · · · · · · · · · · ·	The McDonald Printing Co.
	Western German Bank
	Post-Glover Electric Co.
	Ferd Wagner, Optician
	The Furniture Commercial Agency
·	
	Fisher Place, Westwood
CLANCEY, HARRISON B	Swift & Co.
CLO, IDA E	2652 Staton Ave.
CREMINS, WALTER E	The French BrosBauer Co.
	First National Bank
	Fairbanks-Morse & Co.
	International Textbook Co., Scranton, Pa.
· · · · · · · · · · · · · · · · · · ·	
	The Heekin Spice Co.
· · · · · · · · · · · · · · · · · · ·	
	The Philip Carey Mfg. Co.
	The Mammoth Shoe Co.
	The Dan Cohen Co.
· · · · · · · · · · · · · · · · · · ·	The C. Moerlein Brewing Co.
	The Adams Express Co.
•	Ernst & Ernst, Accountants
·	Pearl St. Market Bank
· ·	Spencer & Craig Printing Wks.
•	Second National Bank
Heis, Harrison G	
	The Baldwin Piano Co.
Heuck, Robert	
HICKENLOOPER, SMITH	Attorney
Hochstetter, Robert W	The Ault & Wiborg Co.
HOFFNER, CLIFFORD D	
	Fourth National Bank
Kersteiner, OttoThe	Champion Coated Paper Co., Hamilton, O.
	2546 Auburn Ave.
	First National Bank, Lockland, O.
· · · · · · · · · · · · · · · · · · ·	
	Cincinnati Varnish Co.
	Ahrens Iron Works Co.
	Spencer & Craig Printing Wks.
LURK, CAIRERINE	Ave., Itopkins Ave., Itol wood

LUCKEY, AUGUST B	B. & O. S. W. R. RC. H. & D. Ry.
LUTMER, JOSEPH	
Magly, H. Wm	Union Savings Bank & Trust Co.
MATRE, EDWARD E	W. E. Hutton & Co.
MELROSE, BELLE	
METZGER, JACOB F	The Crane-Hawley Co.
Moegling, Richard E	
	W. H. Fillmore & Co.
	B. & O. S. W. R. R.
	The Herman Lackman Brewing Co.
PENDLETON, CHARLES G	
RATZ, OTTO	
	The Christian Moerlein Brewing Co.
	Wm. G. Reuter, Electrical Contractor
	The JenningsMiller Co.
	Lancet-Clinic Publishing Co.
	John Ruehl & Co., Painters
	Wm. S. Merrell Chemical Co. E. J. Sandau & Co.
	Lohman & Sons
	Attorney
	The Christian Moerlein Brewing Co.
	The Julian & Kokenge Co.
	Sehn's New York Steam Dye Works
	B. & O. S. W. R. R.
	Champion Coated Paper Co., Hamilton, O.
	Ohio Truss Co.
	The Putnam-Hooker Co.
	Stier's Prescription Pharmacies
	Continental Line & Central States Despatch
	Dayton and Colerain
Weiss, H. W	Roden & Hart, Accountants
	W. H. Fillmore & Co.
WHITE, DONALD S	First National Bank
	Sterling Cut Glass Co.
	The Laidlaw-Dunn-Gordon Co.
	4235 Brookside Ave.
	Lodge & Shipley Machine Tool Co.
	A. B. Closson, Jr., Co.
Zehler, George, Jr	George Zehler Provision Co.







UNIVERSITY OF CINCINNATI RECORD

SERIES I, VOL. X

APRIL, 1914

No. 2, PART 1

ANNOUNCEMENT OF THE

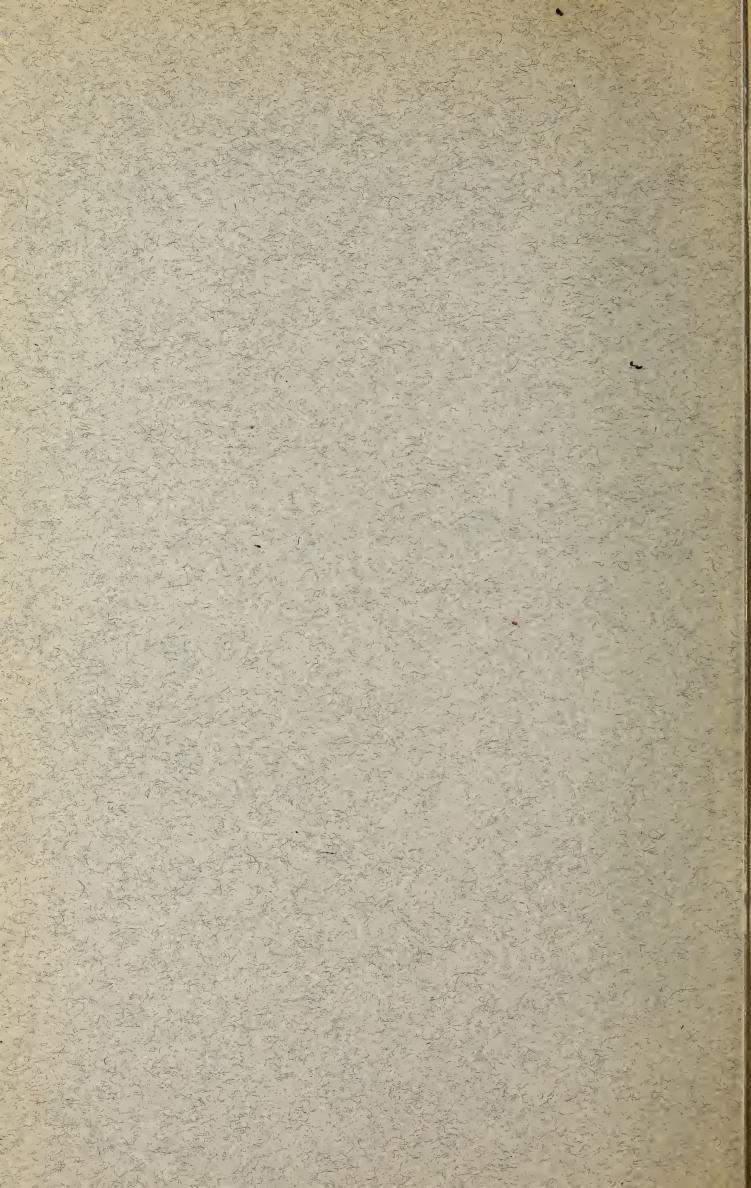
COLLEGE OF COMMERCE

1914-1915



PUBLISHED BY THE UNIVERSITY OF CINCINNATI CINCINNATI, OHIO

ENTERED AS SECOND-CLASS MATTER MAY 19, 1913, AT THE POST OFFICE AT CINCINNATI, OHIO UNDER THE ACT OF AUGUST 24 1912



University of Cincinnati Record

PRELIMINARY

ANNOUNCEMENT OF THE

COLLEGE OF COMMERCE

1914-1915



ISSUED QUARTERLY

PUBLISHED BY THE UNIVERSITY OF CINCINNATI CINCINNATI, OHIO

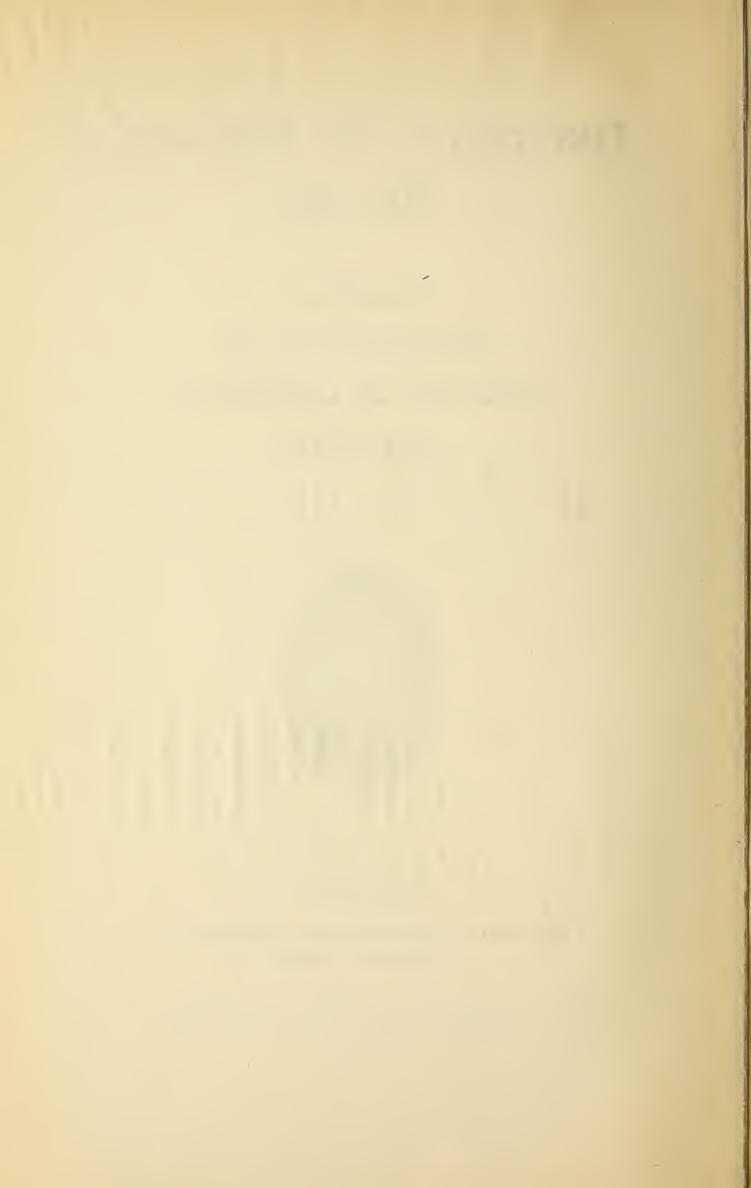


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CALENDAR

1914

SEPT. 14, Monday. Entrance examinations begin.

SEPT. 17, THURSDAY.
SEPT. 18, FRIDAY.
Registration days for the College of Com-

SEPT. 19, SATURDAY. merce.

SEPT. 19, SATURDAY. Entrance examinations end.

SEPT. 21, MONDAY. First semester begins.

Nov. 26, Thursday. Thanksgiving Day: a holiday.

Recess from December 21, 1914, to January 9, 1915, Inclusive

1915

JAN. 11, MONDAY. Classes resumed.

FEB. 8, MONDAY. Second semester begins.

Feb. 22, Monday. Washington's Birthday: a holiday.

MAY 7, FRIDAY. Oratorical contest for Jones Prizes.

June 11, Friday. Second semester ends.

June 12, Saturday. University Commencement Day.

DEPARTMENTS OF THE UNIVERSITY

The University comprises the following departments:

GRADUATE SCHOOL,

McMICKEN COLLEGE OF LIBERAL ARTS,

COLLEGE FOR TEACHERS,

COLLEGE OF ENGINEERING: Departments of Chemical, Civil, Electrical, Mechanical, and Metallurgical Engineering,

COLLEGE OF MEDICINE (The Ohio-Miami Medical College and the Clinical and Pathological School of the Cincinnati Hospital),

COLLEGE OF COMMERCE.

For special announcement of the College of Commerce, address:

THE DEAN OF THE COLLEGE OF COMMERCE
UNIVERSITY OF CINCINNATI
CINCINNATI, OHIO

FACULTY
CHARLES WILLIAM DABNEY, PH. D., LL. D., PRESIDENT OF THE Office, 10 McMicken Hall. UNIVERSITY.
FREDERICK C. HICKS, Ph. D., DEAN and Professor of Economics and Office, 8 McMicken Hall. Commerce.
John C. Duncan, Ph. D., Professor of Administration and Accountancy.
, Professor of Finance.
, Professor of Commerce and Transportation.
NATHAN ISAACS, Ph. D., LL. B., Lecturer on Commercial Law. Member of the Faculty of the Cincinnati Law School
CHARLES W. DUPUIS, Lecturer on Investments. Cashier Second National Bank.
HARVEY M. MANSS, A. B., Lecturer on Advertising. Of the J. Walter Thompson Advertising Company.
HENRY M. BROUSE, Lecturer on Administration. Auditor, Gale Brothers.
ERNEST A. RODEN, Lecturer on Accounting. Public Accountant and Auditor.
EDWARD A. SISSON, A. B., Lecturer on Banking. Assistant Secretary, Central Trust and Safe Deposit Company.
GEORGE R. LAMB, C. P. A., Lecturer on Accounting. Accountant.

OTHER ADMINISTRATIVE OFFICERS

HENRY S. WEST, PH. D., . . . Director of School Affiliation.

Office, 2 McMicken Hall.
ALFRED BRODBECK, Director of Physical Education. Gymnasium Building.
DANIEL LAURENCE, B. S., Secretary of the University. Office, 5 McMicken Hall.
CHARLES ALBERT READ, A. B., . Librarian of the University Library. Van Wormer Library Building.
LELIA GARVIN HARTMANN, B. L.,
THOMAS L. McJoynt, Secretary, College of Commerce.

Office, 33 McMicken Hall.

SPECIAL LECTURERS, 1913-1914

INSURANCE

- FREDERICK L. HOFFMAN, Statistician, Prudential Insurance Company of America.

 History of Life Insurance.
- HENRY Moir, Actuary, Home Life Insurance Company of New York.

 Principles and Theory of Life Insurance.
- J. A. Jackson, Manager, Literary Bureau, Mutual Life Insurance Company, New York. Calculation of the Premium.
- WILLIAM MUHLBERG, Assistant Medical Director, Union Central Life
 Insurance Company.

 Medical Selection.
- EDWARD A. Woods, President and Manager, The Edward A. Woods
 Agency of the Equitable Life Assurance Society.

 (a) State Laws; (b) Taxation.
- G. H. Noyes, General Counsel, Northwestern Mutual Life Insurance
 Company.

 Legal Phases of Life Insurance.
- LEE FRANKEL, Vice-President, Metropolitan Life Insurance Company.

 Conservation as Applied to Life Insurance.
- Ernest J. Clark, President, National Association of Life Underwriters.

 The Field and the Agent.

COLLEGE OF COMMERCE

GENERAL STATEMENT

The College of Commerce has been organized for the purpose of providing opportunity for higher commercial education. It was established in 1906 as a separate institution, largely the outgrowth of evening classes held under the patronage of the Cincinnati Chapter of the American Institute of Banking, and became a part of the University in 1912.

The time has come when it is worth while for the young man who desires to achieve success in a business career to begin by learning what the experience of others has to teach. The saving of waste is an important element in modern industry. It is in keeping with this idea that the wasteful method which requires business men to learn everything anew for themselves through their own experience should give place to a system which provides opportunity for each generation to know the results of the efforts of the preceding generation. It is thereby enabled to start somewhat in advance of where its predecessor did, and so to attain larger results.

There are, of course, many phases of business which every man must learn for himself, but business experience has developed principles and methods of procedure which can be taught. Moreover, these principles and methods have become so far standardized as to constitute a useful foundation upon which to build the experience of the individual.

In this respect, an interesting parallel may be drawn between preparation for the legal and medical professions, on the one hand, and preparation for a commercial career, on the other. Not very many years ago it was believed that training for law could best be secured in the office of a practicing attorney, and training for medicine, in the office of a physician. Today, those desiring to enter these professions avail themselves of the facilities offered by the colleges of law and of medicine. None of these colleges professes to qualify its graduates to become at once leaders in their respective fields. To their college training must be added practical experience. Yet few, if any, now question that the preparation afforded by such institutions makes possible more rapid progress in the practice of those professions and, what is even more important, a far greater ultimate achievement.

In like manner, colleges for commercial training do not undertake to turn out ready-made captains of industry, but they do expect to assist in laying a foundation which, when combined with the training of practical experience, will enable the business man to attain larger results.

ADMISSION

The courses offered are open to all who are qualified to pursue them with profit. The College has been established for the purpose of supplying scientific instruction in the fundamental principles and practices of commerce with a view to increasing the efficiency of those who contemplate engaging in business or who have already entered upon such a career. To this end its facilities are available to every one whose training, either in school or in actual business, is such as to enable him to utilize them to advantage.

Students are admitted (a) as candidates for a degree, (b) as candidates for a diploma, or (c) as special students.

Candidates for a degree are expected to satisfy the regular college entrance requirements and to complete a pre-commercial course consisting of forty college credit hours and two years' successful supervised business experience, or of sixty college credit hours, i. e., the equivalent of two years' college work.

A credit hour is one recitation hour a week carried through a semester or half year.

The college credit hours must include the following:

English Composition	4	credit	hours
Economics	4	"	"
Economic History	4	"	"
Commercial Geography		"	"
Statistics		"	"
Logic	4	66	"
Ethics		"	"
Psychology	4	"	"
Mathematics		"	"

Six credit hours in science may be substituted for four of the eight credit hours in mathematics.

Eight credit hours in German, French, or Spanish may be substituted for an equal amount of the required work listed above, subject to the approval of the faculty.

Opportunity to secure this preparation is afforded by the College of Liberal Arts of the University of Cincinnati, which offers, in

addition to the regular day classes, late afternoon and evening classes so adjusted as to enable the students to combine class work with practical business training. The following schedule has been arranged:

		Monday	Tuesday	WEDNESDAY	THURSDAY	FRIDAY
Year	4:45 to 6:45		English Composition		Logic	,
Year First	7:30 to 9:30			Economics	Economic History	Mathematics
	4:45 to 6:45	Statistics		Commercial Geography		
Second	7:30 to 9:30	Ethics	Psychology			Mathematics

In the two years' business training, the student is required to pursue a course of investigation under the direction of the teachers of the College of Commerce. Special schedules will be prepared with a view to directing the student's observation of business activities so as to make it effective as an essential part of his preparation for the work of the College of Commerce.

Candidates for a Diploma.—Persons are admitted as candidates for a diploma upon giving satisfactory evidence that their scholarship and business experience are adequate. They are required to submit to the Committee on Admission a detailed description of their educational and business training and to supplement this with such additional preparation as in the judgment of the committee may be desirable. Application blanks will be supplied upon request.

Special Students.—The classes of the College of Commerce are open to those who wish instruction along special lines only, provided they are of suitable age and business experience. Those desiring to enroll as special students are required to satisfy the Committee on Admission that they are able to carry on the work desired.

Any student who, after entering, becomes a candidate for a degree or for a diploma, will receive credit for all courses satisfactorily completed, but before becoming a candidate for a degree or for a diploma, he must satisfy the entrance requirements.

All students are amenable to the same regulations in matters of class work, examinations, discipline, etc.

Applications for admission should be addressed to the Dean of the College of Commerce, University of Cincinnati, Cincinnati, Ohio.

REGISTRATION

Registration in 1914 will begin on Thursday, September 17, and close on Saturday, September 19. The office will be open during the evening of each of these days from 7:30 to 9:30. Students registering on any other days than those designated above will be required to pay a registration fee of one dollar.

No person will be admitted to any course after the beginning of the semester, unless a good and sufficient excuse for not entering at the opening of the semester be presented to the Dean; and in no event will any person be permitted to enter the work of any semester after the close of the third week of that semester. In accordance with this regulation no person will be admitted to the work of the first semester of 1914-15 after October 10, 1914.

The steps in registration are as follows:

programmy out to prove

- (1) Secure from the Dean and fill out a Course Card.
- (2) Obtain from the Registrar a registration blank; fill out the same and present to the Registrar and secure a Card of Matriculation Fees.
- (3) Pay the registration and library and the tuition fees to the Clerk of the Board and get a receipt therefor.
- (4) File the Course Card and in the case of new students the Cards of Admission in the box prepared for that purpose in the Registrar's office.

FEES

Students taking work in the College of Commerce are charged a registration and library fee of \$5.00 per year. The tuition for a full year's work of five courses is \$50.00. Those taking less than a full year's work are charged \$6.00 per recitation hour per year. Thus the tuition for one two-hour course is \$12.00 a year.

PLAN OF INSTRUCTION

The course of study is planned to combine and co-ordinate theory and practice. Though differing in the details of organization, the basic principle is the same as that of the Co-operative Engineering Course.

Though not as yet fully developed, the course will require three full years of work for its completion. This work will consist of two parts carried on simultaneously: the first composed of courses at the University; the second, of practice in one or more fields of business.

College Courses.—During the first year, the student will give his attention to a group of fundamental subjects, a general knowledge of which is important in all kinds of commercial activity. These are:

Barometrics of Business, Industrial Management, Principles of Accounting, Banking and Credit, Commercial Contracts.

The second year's work will consist, in part, of additional fundamental subjects and, in part, of courses selected with reference to the special field for which the student desires to prepare. The required courses during this second year are:

Advertising.
Commercial Law.

In addition to these, the student will select, subject to the approval of the faculty, three two-hour year courses or their equivalent in half-year courses.

The subjects in the third year are elective, in order that the student may, if he so desires, confine his attention to a special field. At least five two-hour courses or their equivalent in half-year courses will be selected, subject to the approval of the faculty.

In the present stage of development of the College, the number of available electives is necessarily limited, but it is intended to increase these until opportunity for study is afforded in all the fields which properly belong in a College of Commerce.

Business Practice.—Throughout the three years, the student is expected to be in business and to carry on, under the supervision of the faculty of the College of Commerce, a carefully planned study of the business in which he is engaged. This will involve regular reports and conferences. Failure to meet successfully the practical demands of business will debar the student from continuing as a candidate for a degree.

Except as required in the regular schedule of studies, no student will be allowed to take more than ten hours of class work a week, of which not more than six hours, i. e., three two-hour courses or their equivalent, may be taken from 7:30 to 9:30.

GRADUATION

Degree.—The degree of Bachelor of Commercial Science will be conferred upon the following conditions:

- (1) The completion of the course of study as outlined, consisting of sixty *credit hours and of three years' successful business experience, including a systematic study of the business concerned.
- (2) The preparation of a satisfactory thesis relating to the business in which the student has been engaged, with special reference to the application thereto of the subjects studied in the College. The paper must show that the writer has the ability not only to gather data, but also to correlate and apply the same in solving commercial problems.

Only such students as have satisfied the entrance requirements prescribed for candidates for a degree may receive the degree of Bachelor of Commercial Science.

Diploma.—A diploma in Commerce will be given to those who, having been duly approved as candidates therefor, complete sixty credit hours as described in the Plan of Instruction and three years' successful business practice.

Certificate.—A certificate will be awarded to special students upon the completion of a duly approved group of selected subjects.

CERTIFIED PUBLIC ACCOUNTANT

A special course has been arranged for those who desire to obtain the Certified Public Accountant certificate.

EVENING ACADEMIC COURSES

The University of Cincinnati offers also evening academic courses, which are open to students in the College of Commerce. For detailed information concerning these courses, address the Supervisor of Evening Courses.

^{*} For definition of credit hour, see p. 9. Two hours of laboratory work in the College of Commerce are considered equivalent to one recitation hour.

SCHEDULE OF COURSES

FRIDAY	* Accounting 9	Laboratory	* Accounting 1	Lectures
THURSDAY	*Barometrics of Business	Adv. Accounting 4 Laboratory	*Commercial Law 1	Adv. Accounting 3 Investments
WEDNESDAY		*Industrial Management	†Commercial Law 2	Auditing
TUESDAY				
MONDAY			†Advertising	*Banking
	4:45	to 6:45	7:30	to 9:30

* Required of regular first year students.

† Required of regular second year students.

COURSES OF INSTRUCTION

* Required of regular first year students.
† Required of regular second year students.

ADMINISTRATION AND ACCOUNTANCY

A. Administration

- *1. Industrial Management.—This course considers the problems of the factory manager, the importance of the physical factors like location, transportation, plant layout and structure, the significance of legal restrictions, and the like. The second part of the work will be devoted to factory organization and management. W., 4:45-6:45.
- 2. Business Administration.—The problems of the executives, their relations to the production and administration department, sales division, accounting department. The different types of organization and their influence on office management. The operations of the Purchasing, Sales, Credit, Shipping, and Stores Departments. Lectures and problems.

B. Accountancy

- *1. Principles of Accounting.—This course is the foundation of all work in accounting. The student is made familiar with the accounting of the various types of business organizations, individual, partnership, and corporation. He is also shown how to construct and analyze the Income and Expense Statement and Balance Sheet and is familiarized with the accounts of ordinary mercantile and industrial concerns. Lectures and problems, F., 7:30-9:30.
- *2. Elementary Accounting Laboratory.—The student is shown how to design accounting books and forms with the object of making the greatest possible savings in bookkeeping and clerical work. He is familiarized with various mechanical devices for saving time and labor and is shown how to employ them in accounting practice. He is also shown how to prepare copy for the printer and blank book maker. F., 4:45-6:45.
- 3. Advanced Accounting.—This is a problem course in which is considered the handling of capital, revenue, good-will, treatment of bad debts, suspense, maintenance and depreciation reserves and sinking funds, contingent funds, secret reserves, and the like. It will further consider dissolution of partnership, organization of corpora-

tions and holding companies, realization, liquidation, insolvency, and special topics like executor accounts, insurance accounts, etc. Lectures and problems, Th., 7:30-9:30.

- 4. Advanced Accounting Laboratory.—This course takes up the subject of designing and installing accounting systems for different kinds of mercantile, manufacturing, and financial enterprises. As one of the exercises the student is required to work out a complete cost system for a factory from given original data. He is also shown how to draw up instructions to bookkeepers and others who must operate the accounting systems installed. Th., 4:45-6:45.
- 5. Auditing.—Discussion of the duties and responsibilities of an auditor; the kinds of audits that can be made and the value of each; the auditor's report, what it should contain; his certificate, its value; the preparation of audit reports. Lectures and problems, W., 7:30-9:30.
- 6. Public Service, Institutional, and Governmental Accounting. The topics considered under Public Service Corporations will be their relations to the body politic, the consumer and the public at large, and the accounting problems involved as a result of these conditions. In institutional accounting the questions considered will be the different classes in institutions, their method of government, of support, of operation, and their relations to the body politic. In governmental accounting will be taken up the subjects of revenue raising and budget making, the present methods of conducting governmental accounts, their defects, and methods of correction and improvement. Lectures and problems.

COMMERCE

- *1. Barometrics of Business.—A study of the phenomena that are commonly regarded as signs of the trend of business activity, and of the various plans of combining them with a view to forecasting business conditions. Among the most important of the subjects to be considered are commodity prices, bank clearings, loans and discounts, crop and metal statistics, foreign trade, gold movements and money rates, investment conditions, railroad conditions, and business failures. Special attention will be given to crises and depressions. Th., 4:45—6:45.
- †2. Advertising in Modern Merchandising.—This course will outline the theory of advertising and apply it to the business of today. It will include: the scope of advertising; its place in modern com-

merce; what psychology has contributed to advertising; forms and media of advertising; the part played by population and its distribution; copy and layout; advertising to men; advertising to women; building an advertising campaign and interlocking it with the sales campaign; advertising as a business. M., 7:30—9:30.

- 3. Railroad Transportation, Car Service and Demurrage.—The subjects treated in this course are:
- (a) The nature and scope of transportation; the origin of the American railway, its growth and the present railway system of the United States.
- (b) The railway corporation and its charter; railway capitalization, earnings, expenses and dividends; railway freight, passenger and express service; the accounts and statistics of the railway service.
- (c) Theory of rates and fares; rate making in practice; freight classifications; railway competition, pools, and traffic associations.
- (d) Demurrage and car service; bills of lading and contracts; the handling of claims.
- (e) Railroad regulation by the state and national government; the Interstate Commerce Act.

COMMERCIAL LAW

*1. Commercial Contracts.—This course begins with a brief analysis of law and a description of the place of contract in jurisprudence. It then takes up the essential elements in the formation of contracts; offer and acceptance; form and consideration; contracts that must be in writing under the statute of frauds; the capacity of infants, corporations, and others to contract; the reality of consent as affected by mistake, fraud, undue influence, and duress; and illegality because in violation of the statutes or of the common law, or contrary to public policy, or fraudulent. There follows a consideration of the operation of contracts; their interpretation and construction; and the various modes of discharge of contracts, by agreement, by performance including payment and tender, by impossibility of performance, by operation of law, and by breach. The course concludes with a discussion of breach of contract, damages, and specific performance.

This course should precede all other courses in commercial law. Th., 7:30—9:30.

†2. Law of Commercial and Banking Paper.—The following is the outline of this course:

- (a) Negotiable instruments payable in money. This will include: The general rules governing all negotiable instruments treated under the following heads: form and interpretation; consideration, negotiation; rights of holder; liabilities of parties; presentation for payment; notice of dishonor; discharge of negotiable instruments. Drafts (bills of exchange), treated under the following heads: form and interpretation; acceptance; presentation for acceptance; protest; acceptance for honor; payment for honor; bills in a set. Promissory notes, bonds, checks and certificates of deposit treated under the following heads: form and interpretation; general provisions.
- (b) Negotiable instruments payable in securities. There will be considered: warehouse receipts, bills of lading and certificates of stock, the issue of, rights and obligations under, negotiation and transfer of.
- (c) Non-negotiable credit contracts. Book accounts, guaranty, and suretyship. W., 7:30—9:30.
- 3. Laws of Partnership and of Business Corporations.—The first half of the term will be given to the law of partnership, and the second half to the law of business corporations. The outline of the course is as follows:
- (a) Partnership; what constitutes a partnership; classification and definition of partnership; contract of partnership; firm as entity; firm name and good will; capital of firm; partnership property; rights and liabilities of partners among themselves; rights and liabilities of partners as to third persons; actions; dissolution; joint stock companies; limited partnership.
- (b) Business corporations; definitions and legal status; formation and organization; charter, code of regulations, and by-laws; directors and officers; capital stock and bonds; stockholders; legal aspect of corporate accounts; dissolution; consolidation; reorganization.

FINANCE

- *1. Banking.—The functions and methods of modern banks. There will be included a description of the organization and various departments of banks; national and state banks; savings banks and trust companies; discounts and deposits; the various forms of bank paper, drafts, certificates of deposit, letters of credit, and others; and foreign exchange. The leading banking systems will be compared and the problems of modern banking will be considered. M., 7:30—9:30.
 - 2. Investments.—A study of the fundamental principles under-

lying the correct investment of funds: distribution of risk and selection in accordance with requirements, involving a consideration of safety of principal and interest; convertibility; stability of market price; regularity of income; prospect of appreciation in value; convenience and freedom from care, etc.

The various kinds of investments will be described and their distinguishing characteristics compared: bonds, municipal, railroad, public service, corporation, irrigation, timber, and others; stocks, railroad, large and small corporation; listed and unlisted securities; real estate mortgages and real estate; savings bank deposits; and life insurance. Railroad and corporation reports will be analyzed from the investor's standpoint.

The course will include also consideration of the functions of the dealers in investment securities; the underwriting houses and the stock brokers; the stock market, the mechanism of the stock exchange, speculation; the money market; and panics and crises in their relation to investments. Th., 7:30—9:30.

3. Corporation Finance.—Methods of financing a corporation; forms of securities employed; their issue and sale; watered stock; amortization; the relation of shareholders, creditors, and the general public to corporation finance; the nature and purpose of state regulation.

OTHER COURSES

1. Insurance.—The following subjects will be discussed in this course:

Life Insurance.—History, principles and theory, economic value, calculation of the premium, life insurance as a protection and an investment, organization and administration, medical selection, legal phases, conservation as applied to life insurance, the field and the agent.

Casualty Insurance.—Personal accident, plate glass, public liability, employers' liability, workmen's collective.

Marine Insurance.

Credit Indemnity.

Surety Insurance.—History of surety insurance, judicial, contract, fidelity fraternal order, and bank insurance.

Fire Insurance.

German, French, Spanish

Facilities will be provided for those desiring to secure a commercial knowledge of German, French, or Spanish.

CERTIFIED PUBLIC ACCOUNTANT ACT

A Bill to establish an Ohio state board of accountancy for the regulation of the practice of the profession of public accounting.

Be it enacted by the General Assembly of the State of Ohio:

Section 1. That any citizen of the United States, or person who has duly declared his intention of becoming such citizen, being over the age of twenty-one years, of good moral character, a graduate of a high school or having received an equivalent education, who has had at least three years' experience in the practice of accounting, and who shall have received from the state board of accountancy, as hereinafter provided, a certificate of his qualifications to practice as a public expert accountant, shall be styled and known as a certified public accountant; and no other person or persons shall assume such title or use the abbreviation "C. P. A.," or any other words or letters to indicate that the person using the same is a certified public accountant.

Section 2. On or before the first day of July, one thousand nine hundred and eight, the governor shall appoint three persons, not more than two of whom shall belong to the same political party, to constitute and serve as a state board of accountancy. The members of such board shall be persons skilled in the knowledge and practice of accounting and actively engaged as professional public accountants within the state of Ohio. One member of such board shall be appointed for one year, one member for two years and one member for three years, and upon the expiration of their respective terms their successors shall be appointed for a term of three years. In case of a vacancy caused by resignation or otherwise the governor shall fill such vacancy by appointment for the unexpired term. Immediately upon its appointment the board shall organize by choosing one of its number as president and one as secretary and treasurer. The secretary and treasurer shall give bond in such sum as the board may determine. The board shall keep a complete record of all its proceedings.

Section 3. An examination in "theory of accounts," "practical accounting," "auditing" and "commercial law as affecting accountancy," for applicants for such certificates, shall be held annually; but, if not less than five months after the annual examination, three or more persons apply to the board for certificates, the board shall hold an examination for such applicants. The time and place of each examination shall be fixed by the board.

SECTION 4. The board shall charge for the examination and certificate provided for in this act, a fee of twenty-five dollars. Such fee shall be paid to the treasurer of the board at the time of filing the

application. In no case shall the examination fee be refunded, but an applicant may be re-examined within eighteen months from the date of his application without the payment of an additional fee. From the fees collected as herein provided, the board shall pay all expenses incident to such examinations, the expenses of preparing and issuing certificates, and to each member of the board, for the time actually expended in performing his duties, a sum not exceeding five dollars per day and his necessary traveling expenses. But in no case shall the expense incurred by the board or the compensation or traveling expenses of the members thereof, be a charge against any fund of the state.

Section 5. Any person who files his application within six months after the organization of the board and is at the time of filing such application a public accountant, and has practiced the profession of public accounting for at least three years, shall file with his application proof of such facts and proof that his general and special education is at least equal to the standard prescribed by this act. If the board shall be satisfied that the statements contained in such application and proofs are true and that the applicant possesses the general and special education required by the standards herein prescribed, it shall issue to the applicant a certificate as a certified public accountant without further examination.

Section 6. Any person who is a citizen of the United States or has declared his intention of becoming such citizen, over twenty-one (21) years of age, of good moral character, and who has complied with the rules and regulations of the board, and who holds a valid and unrevoked certificate as a certified public accountant issued by or under the authority of any other state, or of the United States or the District of Columbia, or any territory of the United States, or by or under the authority of a foreign nation when the board shall be satisfied that their standards and requirements for a certificate as a certified public accountant, are substantially equivalent to those established by this act, shall receive from the board a certificate as a "certified public accountant," and such person may thereafter practice as a certified public accountant and assume and use the name, title and style of "certified public accountant" or any abbreviation or abbreviations thereof, in the state of Ohio.

Section 7. The state board of accountancy may revoke any certificate issued under this act for sufficient cause, provided that written notices shall have been mailed to the holder of such certificate at his last known address at least twenty days before any hearing thereon, stating the cause of such contemplated action, and appointing a time for a hearing thereon by the board; and, provided further,

that no certificate issued under this act shall be revoked until such hearing shall have been held.

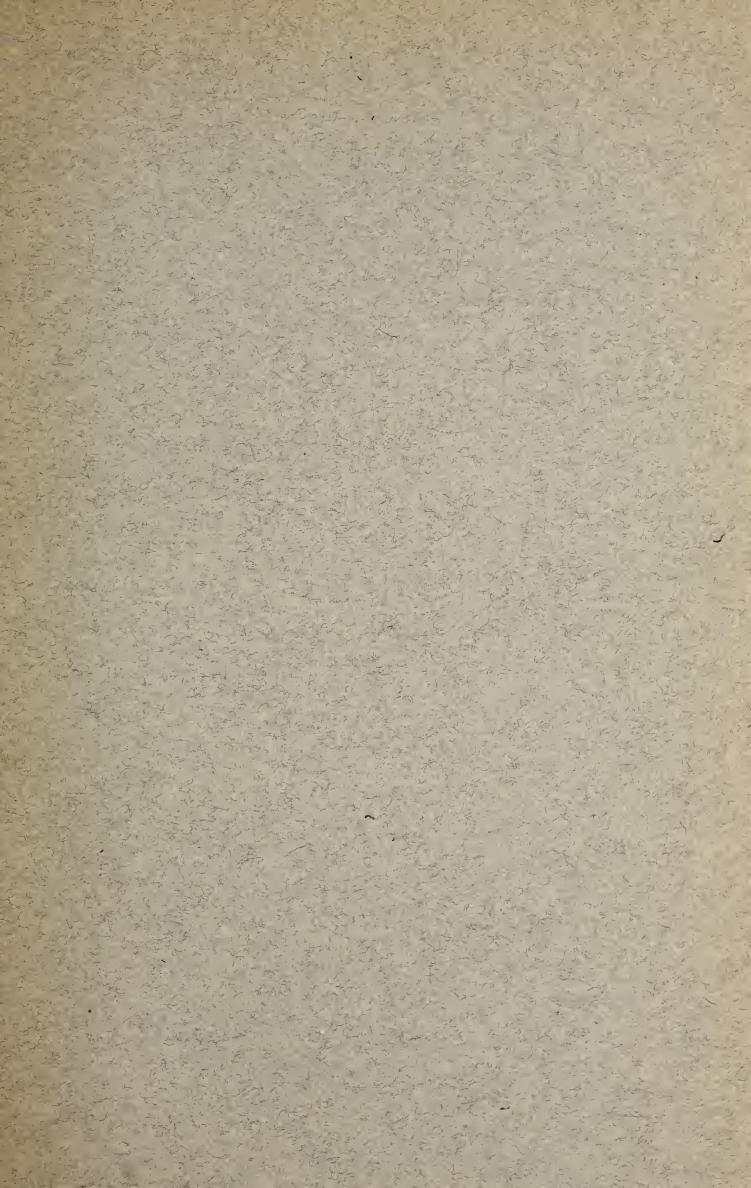
Section 8. If any person shall represent himself as having received a certificate as provided in this act, or shall practice as a certified public accountant or use the abbreviations "C. P. A.," or any other similar words or letters to indicate that the person using the same is qualified to practice in this state as a certified public accountant without having received such certificate as provided for by this act, or if any person having received a certificate as provided in this act, and having thereafter lost such certificate by revocation as herein provided, shall continue to practice as a public accountant, he shall be fined not less than ten dollars (\$10.00) and not exceeding one hundred dollars (\$100.00) for each offense.

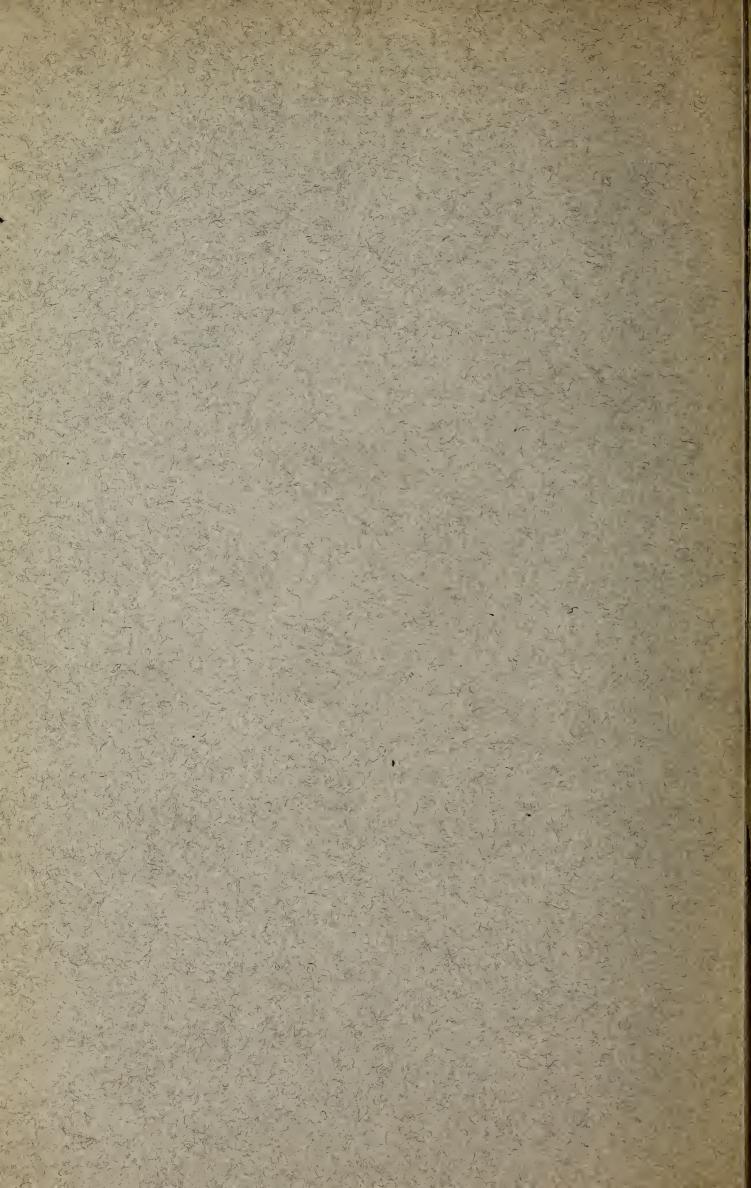
Section 9. Nothing herein contained shall be construed so as to prevent any person from being employed as a public accountant within this state.

STUDENTS 1913-1914

A D C	
AUSTIN, EDGAR C	
	.International Harvester Co. of America
BAIER, GEORGE A	
BAUMGARTNER, ALBERT F	
BECKER, FRED J	
BECKER, JOHN J The Cinc	
Betts, Jr., Albert R	
Blackburn, Alexander J	
BLOCH, MARTIN	
Braun, Robert G	The Standard Cloak & Suit Co.
	The G. J. Brethauer Planing Mill Co.
Bronson, Charles W	First National Bank
BURGOYNE, M. HOWARD	2842 St. Charles Pl., Hyde Park
CARR, P. D	The Union Gas & Electric Co.
Cassin, John W	The Dow Drug Co.
CHAMBERS, ELEANOR	
COLTER, C. R	The C. G. Blake Co.
	The French BrosBauer Co.
DE CHARMS, ALICE	Edward Ritchie, Attorney
	The Union Central Life Insurance Co.
	The Heekin Spice Co.
	German National Bank
	The R. Wurlitzer Co.
•	The Ferger Grain Co.
	The Mammoth Shoe Co.
	Earls & Johansing
·	The Fleischmann Co.
•	
· ·	Pearl St. Market Bank
· · · · · · · · · · · · · · · · · · ·	The Nivision-Weiskopf Co.
	The Fleischmann Co.
	Braunwart & Brockoff
	The Printing Machinery Co.
	Second National Bank
	The Milner Musical Co.
	The Cincinnati Car Co.
	The A. M. Lewin Lumber Co.
•	
· · · · · · · · · · · · · · · · · · ·	The Joslin-Schmidt Co.
	The Cincipacti Millian Machine Co.
	The Cincinnati Milling Machine Co.
LEWIN, HARRY	

	m
LIBBERT, JOHN C	The Booth Fisheries Co.
LOBITZ, CARL H	
Luessen, Henry	
McCarty, L. F	
McChristie, Miss M. E	
McMillan, Olive G	City of Cincinnati
Mannbeck, George	The Pounsford Stationary Co.
Meiners, Edward B	
Mersmann, Leo H	
MILLER, ANNA	The Incandescent Light & Stove Co.
MILLER, GEORGE W	The George W. Neare-Gibbs Co.
Naish, Charles A	A. Naish & Son
OBERHELMAN, HARRY B	
Peter, Carl A	
PIERLE, EDWIN F	
POTTENGER, WILLIAM T	
RICHARDS, JAMES S	
RICHEY, CARL	
RIECKHOFF, HERBERT	
ROELKER, CHARLES F	The Union Gas & Electric Co.
Rosenbaum, David N	
Samuels, Morris	
SCHMID, ROBERT G	
Schneider, F. J.	
Schook, Katherine	
Schwein, Stella	
SHREVE, A. L	
SHREVE, J. H.	
Simlick, W. N.	
SLEEVYS, JENNIE L	
SMICKLER, SAMUEL	
SMITH, CLARA M	
Snow, James C	
SPOHR, WALTER C	
STAAB, ALBERT	
STANLEY, JR., WM. H	
STURLA, HARRY	
Todd, Delbert	
Van Dusen, Miss Gordon	
Von Bremen, Lillian R	
WAGONER, EDITH	
Weiler, A	
Weiss, H. W	
Weiss, W. C.	
WILLIG, LAWRENCE H	
Wilson, L. R	
Wilson, Robert B	The Proctor & Gamble Co.
WILSON, WARNER C	
Wolf, Christine M	Board of Education
Wolff, W. H	The American Radiator Co.
Wrede, Walter O	The Warner Elevator Co.







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SERIES I, VOL. XI

APRIL, 1915

No. 2, PART 1

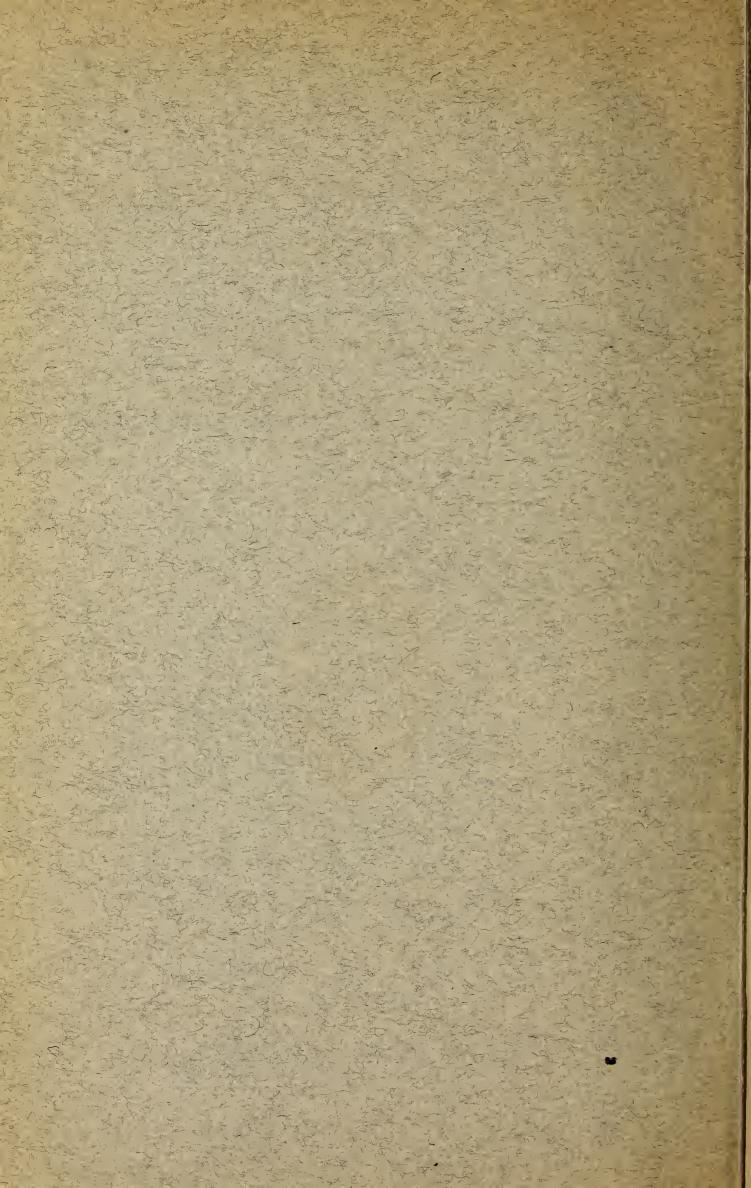
ANNOUNCEMENT OF THE

COLLEGE OF COMMERCE

1915-1916



PUBLISHED BY THE UNIVERSITY OF CINCINNATI
CINCINNATI, OHIO

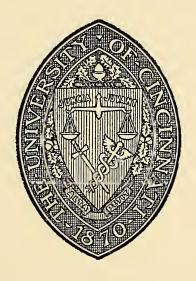


University of Cincinnati Record

ANNOUNCEMENT OF THE

COLLEGE OF COMMERCE

1915-1916



ISSUED QUARTERLY

PUBLISHED BY THE UNIVERSITY OF CINCINNATI CINCINNATI, OHIO

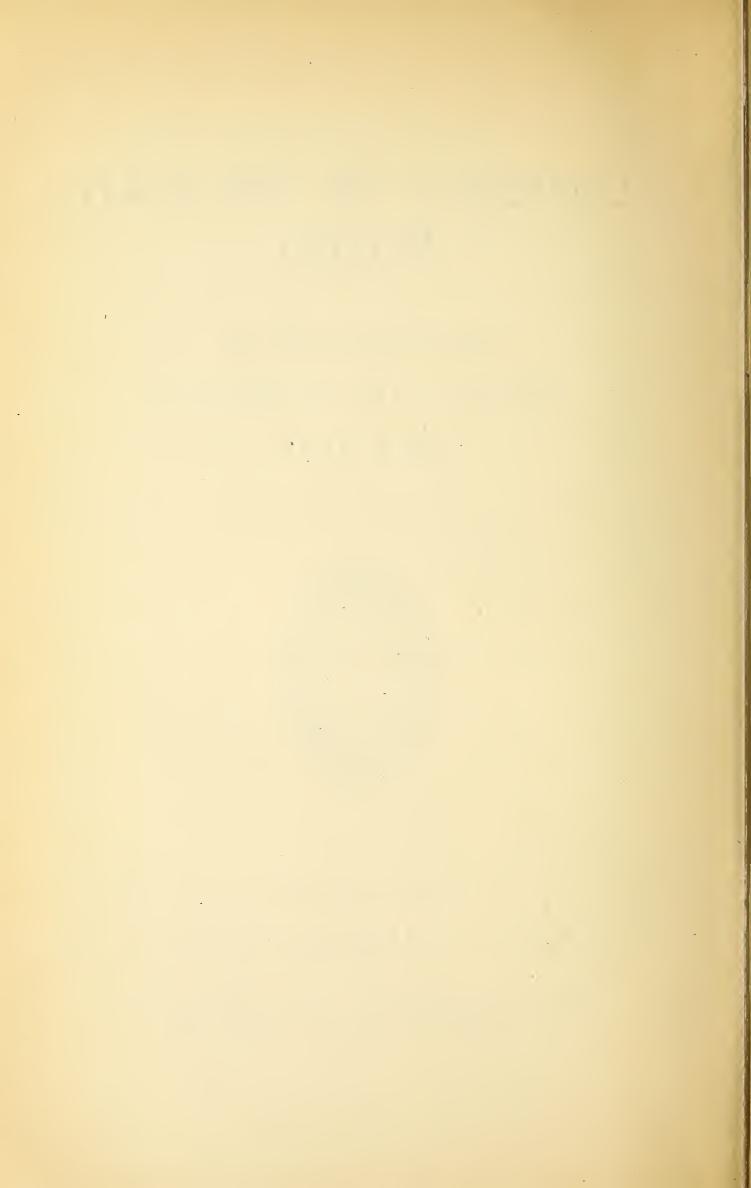


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DEPARTMENTS OF THE UNIVERSITY

The University comprises the following departments:

GRADUATE SCHOOL,

McMICKEN COLLEGE OF LIBERAL ARTS,

COLLEGE FOR TEACHERS,

COLLEGE OF ENGINEERING: Departments of Chemical, Civil, Electrical, Mechanical, and Metallurgical Engineering,

COLLEGE OF MEDICINE (The Ohio-Miami Medical College and the Clinical and Pathological School of the Cincinnati Hospital),

COLLEGE OF COMMERCE,

SCHOOL OF HOUSEHOLD ARTS.

For special announcement of the College of Commerce, address:

THE DEAN OF THE COLLEGE OF COMMERCE
UNIVERSITY OF CINCINNATI
CINCINNATI, OHIO

CALENDAR

1915

Sept. 9, Thursday.* Entrance examinations begin.

Sept. 15, Wednesday.* Entrance examinations end.

Sept. 16, Thursday.* Registration days for the College of Commerce.

Sept. 18, Saturday.* Classes begin.

Nov. 25, Thursday. Thanksgiving Day: a holiday.

Recess from December 20, 1915, to January 8, 1916, Inclusive

1916

Jan. 10, Monday.	Classes resumed.
Feb. 22, Tuesday.	Washington's Birthday: a holiday.
May 30, Tuesday.	Memorial Day: a holiday.
June 9, Friday.	Session ends.
June 10, Saturday.	University Commencement Day.

^{*}On examination and registration days, the office will be open at the following hours: 9:00-12:00 A. M.; 2:00-4:00 P. M.; 7:30-9:30 P. M.

FACULTY

- CHARLES WILLIAM DABNEY, PH. D., LL. D., PRESIDENT OF THE Office, 10 McMicken Hall.

 UNIVERSITY.
- FREDERICK C. HICKS, Ph. D., DEAN and Professor of Economics and Office, 8 McMicken Hall.

 Commerce.
- JOHN C. DUNCAN, PH. D., Professor of Administration and Ac-Office, 320 Engineering Building. countancy.
- JOHN K. TOWLES, PH. D., Professor of Commerce.
- HOWARD P. WARREN, M. C. S., Instructor in Finance. Office, 34 McMicken Hall.
- NATHAN ISAACS, Ph. D., LL. B., . . Lecturer on Commercial Law.

 Member of the Faculty of the Cincinnati Law School

STAFF LECTURERS

- CHARLES W. DUPUIS, Lecturer on Banking. Vice-President Second National Bank.
- HARVEY M. MANSS, A. B., Lecturer on Advertising.
 Of the J. Walter Thompson Advertising Company.
- EDWARD A. SISSON, A. B., Lecturer on Investments.

 Assistant Secretary, The Central Trust and Safe Deposit Company.
- ERNEST A. RODEN, C. P. A., Lecturer on Accounting.
 Public Accountant and Auditor.
- GEORGE R. LAMB, C. P. A., Lecturer on Accounting.

 Accountant.
- GUY M. FREER, Lecturer on Transportation.

 Traffic Manager, Cincinnati Chamber of Commerce.
- WILLIAM SIMPSON GROOM, Lecturer on Transportation.
 Traffic Manager, The Whitaker Paper Company.

OTHER ADMINISTRATIVE OFFICERS

- HENRY S. WEST, PH. D., Director of School Affiliation.

 Office, 2 McMicken Hall.
- ALFRED BRODBECK, Director of Physical Education.

 Gymnasium Building.
- Daniel Laurence, B. S., Secretary of the University. Office, 5 McMicken Hall.
- CHARLES ALBERT READ, A. B., . Librarian of the University Library.

 Van Wormer Library Building.
- THOMAS L. McJoynt, . . . Secretary, College of Commerce.

 Office. 88 McMicken Hall.

COLLEGE OF COMMERCE

GENERAL STATEMENT

The College of Commerce has been organized for the purpose of providing opportunity for higher commercial education. It was established in 1906 as a separate institution, largely the outgrowth of evening classes held under the patronage of the Cincinnati Chapter of the American Institute of Banking, and became a part of the University in 1912.

The time has come when it is worth while for the young man who desires to achieve success in a business career to begin by learning what the experience of others has to teach. The saving of waste is an important element in modern industry. It is in keeping with this idea that the wasteful method which requires business men to learn everything anew for themselves through their own experience should give place to a system which provides opportunity for each generation to know the results of the efforts of the preceding generation. It is thereby enabled to start somewhat in advance of where its predecessor did, and so to attain larger results.

There are, of course, many phases of business which every man must learn for himself, but business experience has developed principles and methods of procedure which can be taught. Moreover, these principles and methods have become so far standardized as to constitute a useful foundation upon which to build the experience of the individual.

In this respect, an interesting parallel may be drawn between preparation for the legal and medical professions, on the one hand, and preparation for a commercial career, on the other. Not very many years ago it was believed that training for law could best be secured in the office of a practicing attorney, and training for medicine, in the office of a physician. Today, those desiring to enter these professions avail themselves of the facilities offered by the colleges of law and of medicine. None of these colleges professes to qualify its graduates to become at once leaders in their respective fields. To their college training must be added practical experience. Yet few, if any, now question that the preparation afforded by such institutions makes possible more rapid progress in the practice of those professions and, what is even more important, a far greater ultimate achievement.

In like manner, colleges for commercial training do not undertake to turn out ready-made captains of industry, but they do expect to assist in laying a foundation which, when combined with the training of practical experience, will enable the business man to attain larger results.

ADMISSION

The courses offered are open to all who are qualified to pursue them with profit. The College has been established for the purpose of supplying scientific instruction in the fundamental principles and practices of commerce with a view to increasing the efficiency of those who contemplate engaging in business or who have already entered upon such a career. To this end its facilities are available to every one whose training, either in school or in actual business, is such as to enable him to utilize them to advantage.

Students are admitted to the College of Commerce (a) as candidates for a degree, or (b) as special students, on the following conditions:

(a) Candidates for a degree are expected to satisfy the regular college entrance requirements and to complete a pre-commercial course in the College of Liberal Arts consisting of forty college credit hours and two years' approved business experience, or of sixty college credit hours, i. e., the equivalent of two years' college work.

A credit hour is one recitation hour a week carried through a semester or half year.

The college credit hours must include the following:

English Composition	4	credit	hours
Economics	4	"	66
Economic History	4	"	66
Economic Problems	4	"	"
Commercial Geography	4	"	"
Statistics	4	46	**
Logic	4	66	"
Ethics	4	"	"
Psychology	4	66	66
Mathematics		"	"

Eight credit hours in German, French, or Spanish may be substituted for an equal amount of the required work listed above, subject to the approval of the faculty.

Opportunity to secure this preparation is afforded by the College of Liberal Arts of the University of Cincinnati, which offers, in addition to the regular day classes, late afternoon and evening classes so adjusted as to enable the students to combine class work with practical business training. The following schedule has been arranged:

		Monday	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Year	4:45 to 6:45		English Composition		Logic	
First Y	7:30 to 9:30			Economic History or Commercial Geography	Economics	Mathematics
Second Year	4:45 to 6:45	Statistics		Commercial Geography or Economic History		
Sec	7:30 to 9:30	Ethics	Psychology	Economic Problems		

(b) Special Students.—The classes of the College of Commerce are open to those who wish instruction along special lines only, provided they are at least twenty years of age and are qualified to do University work. Those wishing to enroll as special students are required to satisfy the Committee on Admission that they are able to carry on the work desired.

Any student who, after entering, becomes a candidate for a degree, will receive credit for all courses satisfactorily completed, but before becoming a candidate for a degree, he must satisfy the entrance requirements.

All students are amenable to the same regulations in matters of class work, examinations, discipline, etc.

Applications for admission should be addressed to the Dean of the College of Commerce, University of Cincinnati, Cincinnati, Ohio.

REGISTRATION

Registration in 1915 will begin on Thursday, September 16, and close on Saturday, September 18. The office will be open during the evening of each of these days from 7:30 to 9:30.

No person will be admitted to any course after the beginning of class work, unless a good and sufficient excuse for not entering

at the prescribed time be presented to the Dean; and in no event will any person be permitted to enter after the close of the third week of class work. In accordance with this regulation no person will be admitted to the work of 1915-16 after October 9, 1915.

The steps in registration are as follows:

- (1) Secure from the Dean and fill out a Course Card.
- (2) Obtain from the Registrar a registration blank; fill out the same and present to the Registrar and secure a Card of Matriculation Fees.
- (3) Pay the registration and library and the tuition fees to the Clerk of the Board and get a receipt therefor.
- (4) File the Course Card and in the case of new students the Card of Admission in the box prepared for that purpose in the Registrar's office.

FEES

Students taking work in the College of Commerce are charged a registration and library fee of \$5.00 per year. The tuition for a full year's work of five courses is \$50.00. Those taking less than a full year's work are charged \$6.00 per recitation hour per year. Thus the tuition for one two-hour course is \$12.00 a year. Two hours of laboratory work are counted as one recitation hour. No University fees are refunded.

PLAN OF INSTRUCTION

The course of study is planned to combine and co-ordinate theory and practice.

The course requires three full years for its completion. The work consists of two parts carried on simultaneously: the first composed of courses at the University; the second, of practice in one or more fields of business.

College Courses.—During the first year, the student gives his attention to a group of fundamental subjects, a general knowledge of which is important in all kinds of commercial activity. These are:

Marketing
Elements of Business Administration
Principles of Accounting
Elements of Finance
The Legal Relation of Buyer and Seller

The second year's work consists, in part, of additional fundamental subjects and, in part, of courses selected with reference to the special field for which the student desires to prepare. The required courses during this second year are:

Barometrics of Business
Insurance
The Legal Relation of Debtor and Creditor

In addition to these, the student selects, subject to the approval of the faculty, two two-hour courses.

The subjects in the third year are elective, in order that the student may, if he so desires, confine his attention to a special field. At least five two-hour courses are selected, subject to the approval of the faculty.

Business Practice.—Throughout the three years, the student is expected to be in business and to carry on, under the supervision of the faculty of the College of Commerce, a carefully planned study of the business in which he is engaged. This will involve regular reports and conferences. Failure to meet successfully the practical demands of business will debar the student from continuing as a candidate for a degree.

Except as required in the regular schedule of studies, no student is allowed to take more than ten hours of class work a week, of which not more than six hours, i. e., three two-hour courses or their equivalent, may be taken from 7:30 to 9:30.

GRADUATION

Degree.—The degree of Bachelor of Commerce will be conferred upon the following conditions:

- (1) The completion of the college entrance requirements and of the pre-commercial course in the College of Liberal Arts. (See p. 8.)
- (2) The completion of the course of study as outlined (see p. 10), consisting of sixty credit hours* in the College of Commerce, and of three years' successful business experience, including a systematic study of the business concerned.
- (3) The preparation of a satisfactory thesis relating to the business in which the student has been engaged, with special reference to the application thereto of the subjects studied in the College. The paper must show that the writer has the ability not only to gather data, but also to correlate and apply the same in solving commercial problems.

^{*} For definition of credit hour, see p. 8. Two hours of laboratory work in the College of Commerce are considered equivalent to one recitation hour.

Certificate.—A certificate will be awarded to special students upon the completion of a duly approved group of selected subjects.

CERTIFIED PUBLIC ACCOUNTANT

A special course has been arranged for those who desire to obtain the Certified Public Accountant certificate.

EVENING ACADEMIC COURSES

The University of Cincinnati offers also evening academic courses, which are open to students in the College of Commerce. For detailed information concerning these courses, address the Supervisor of Evening Courses.

SCHEDULE OF COURSES

FRIDAY	·	Foreign Trade 3 Traffic Management 5 Problems of Credit Department 6
THURSDAY	*Elements of Finance 1	†Legal Relation of Debtor and Creditor 2 Banking 2 Problems of Traffic Manager 6
WEDNESDAY	*Elements of Business Administration 1	*Legal Relation of Buyer and Seller 1 Auditing 5 Salesmanship 4
TUESDAY	*Marketing 1 Adv. Accounting Laboratory 4 Corporation Finance 4	Adv. Accounting 3 Law of Business Organization 3 Advertising in Modern Merchandising 5 Credits and Collections 5
MONDAY	Accounting Laboratory 2 Industrial Management and Administration 2	*Accounting 1 †Insurance 4 Investments 3 Adv. Advertising 6
	5:00 to 7:00	7.30 to 9:30

* Required of regular first year students. † Required of regular second year students.

COURSES OF INSTRUCTION

* Required of regular first year students.
† Required of regular second year students.

ADMINISTRATION AND ACCOUNTANCY

A. Administration

- *1. Elements of Business Administration.—This course is designed for the person who looks forward to being a business executive. It opens with a discussion of the factors which make for success in any kind of an enterprise, viz., location, lay-out and arrangement of plants, structure of buildings, internal organization, management and selling. The course considers the relationship that should exist between the different expenses in different kinds of enterprises, viz., materials, wages, operating charges, selling and administrative expenses. Coincident with the discussion of these factors, the student is shown how to analyze the accounting data so as to localize weaknesses in all of the administrative divisions of concerns. He is also shown how to make reports and present data to executives, so that they may see the actual business conditions of the enterprise as a whole and in all its parts. W., 5:00-7:00.
- 2. Industrial Management and Administration.—The first part deals with the detailed problems of factory organization management. In the second part are considered the detailed problems of the executive and administrative officials, their relations to the production, distribution, and administration departments, the trade and the general public. M., 5:90-7:00.

Prerequisite: Elements of Business Administration.

[3. Institutional Administration.] This course treats of the problems of administering public institutions of various kinds, so far as their business problems are concerned; e. g., hospitals, jails, alms houses, and all other institutions in which the primary object is not profit-making. It considers also the relations of the administrative officers to the employees, the inmates, the board of trustees and the public, and the scope and nature of their reports.

Omitted in 1915-16.

Prerequisite: Elements of Business Administration.

†4. Insurance.—The following subjects will be discussed in this course:

Life Insurance.—History, principles and theory, economic value, calculation of the premium, life insurance as a protection and an investment, organization and administration, medical selection, legal phases, conservation as applied to life insurance, the field and the agent.

Casualty Insurance.—Personal accident, plate glass, public liability, employers' liability, workmen's collective.

Marine Insurance.

Credit Indemnity.

Surety Insurance.—History of surety insurance, judicial, contract, fidelity fraternal order, and bank insurance.

Fire Insurance. M., 7:30-9:30.

5. Traffic Management.—The object of this course is to fit the student for the actual work of handling the traffic problems that arise daily in the transaction of business.

After a brief history of the origin, growth and development of the railways, the student takes up the study of "The Act to Regulate Commerce", the law of contracts as applied to common carriers, and other transportation law both intrastate and interstate.

The conditions of the "standard" and "uniform" bills of lading are reviewed, and the carriers' liability both under the common law and under contract limitation is discussed.

The work carried on in the class room is designed to imitate in every detail the actual traffic work in a large office of a railway or business organization. Each student is supplied with a file of tariffs, and in conjunction with the current Official Classification these are used in the solution of various problems in rates, rules, routes, privileges, etc.

Among the subjects included are: making out bills of lading, routing and rating shipments, auditing freight bills, executing stop orders, reconsignments and indemnity bonds, presentation and handling of claims, problems in demurrage, switching, storage, tracing, etc.

The "Conference Rulings" of the Interstate Commerce Commission are made the basis of study during a part of the course, and the student is also acquainted with the most important features of handling complaints on both formal and informal dockets of the Commission and appearance before various Classification and Freight Committee.

The student is familiarized with the general routes of the principal railway systems and the larger and more important points through which they operate, and also with the chief steamship lines, operating in the coastwise and foreign traffic and on the lakes, together with the details of handling and forwarding shipments by water and the laws and customs incident to the same.

Supplementary lectures are given at intervals by prominent officials of railways and of other business organizations. F., 7:30-:930.

6. Problems of the Traffic Manager.—This course is designed to equip the student for the handling of the higher traffic problems.

It deals with the causes that led to the passage of the Federal Act to Regulate Commerce, its subsequent amendments and the reasons therefor, and a comprehensive study of the provisions of the act itself.

A thorough analysis is made of the conditions of the bill of lading, and of the interpretation placed upon the same by the various decisions of the courts. The Conference Rulings of The Interstate Commerce Commission and many of the most important of the Commission's decisions are given careful consideration.

It treats of the various systems and theories of rate making; of the many factors entering into the making of classifications and freight rates; and of the rulings of the courts, state commissions, and Interstate Commerce Commission regarding such matters. Th., 7:30-9:30.

This course is open to those who have completed the course in Traffic Management and to others whose experience affords sufficient preparation therefor.

B. Accountancy

- *1. Principles of Accounting.—This course is the foundation of all work in accounting. The student is made familiar with the accounting of the various types of business organizations, individual, partnership, and corporation. He is also shown how to construct and analyze the Income and Expense Statement and Balance Sheet and is familiarized with the accounts of ordinary mercantile and industrial concerns. Lectures and problems, M., 7:30-9:30.
- 2. Elementary Accounting Laboratory.—The student is shown how to design accounting books and forms with the object of making the greatest possible savings in bookkeeping and clerical work. He is familiarized with various mechanical devices for saving time and labor and is shown how to employ them in accounting practice. He is also shown how to prepare copy for the printer and blank book maker. M., 5:00-7:00.

- 3. Advanced Accounting.—This is a problem course in which is considered the handling of capital, revenue, good-will, treatment of bad debts, suspense, maintenance and depreciation reserves and sinking funds, contingent funds, secret reserves, and the like. It will further consider dissolution of partnership, organization of corporations and holding companies, realization, liquidation, insolvency, and special topics like executor accounts, insurance accounts, etc. Lectures and problems, Tu., 7:30-9:30.
- 4. Advanced Accounting Laboratory.—This course takes up the subject of designing and installing accounting systems for different kinds of mercantile, manufacturing, and financial enterprises. As one of the exercises the student is required to work out a complete cost system for a factory from given original data. He is also shown how to draw up instructions to bookkeepers and others who must operate the accounting systems installed. Tu., 5:00-7:00.
- 5. Auditing.—Discussion of the duties and responsibilities of an auditor; the kinds of audits that can be made and the value of each; the auditor's report, what it should contain; his certificate, its value; the preparation of audit reports. Lectures and problems, W., 7:30-9:30.

COMMERCE

- *1. Marketing.—The nature of value and exchange; determination of market price. Assembling, storage, and distributive methods in such industries as sugar, cotton, wheat, wool, and tobacco. Markets for and distributive methods in the textile, shoe, furniture, and tool industries. The work of produce exchanges. Warehouse and elevator systems. Co-operative marketing. Chain stores; trademarks; and price-maintenance. Tu., 5:00-7:00.
- [†2. Barometrics of Business.] A study of the phenomena that are commonly regarded as signs of the trend of business activity, and of the various plans of combining them with a view to forecasting business conditions. Among the most important of the subjects to be considered are commodity prices, bank clearings, loans and discounts, crop and metal statistics, foreign trade, gold movements and money rates, investment conditions, railroad conditions, and business failures. Special attention will be given to crises and depressions.

Omitted in 1915-16.

3. Foreign Trade.—The work in this course is divided between European trade and Latin American trade. As an introduction, a study is made of the principles and mechanism of international exchange.

Attention is directed to such problems as transportation facilities and costs, credit policies, collections, banking facilities, export and import agencies, and commission houses. The commercial methods of the textile, shoe, flour, and similar industries are studied in detail.

The trade conditions of South America are analyzed in a similar way. The economic resources and needs of the country, the manners and customs of its people, and the commercial policies pursued by Europeans are studied as a basis for plans to increase our trade with the Latin American nations. F., 7:30-9:30.

- 4. Salesmanship.—Nature, distribution, and elasticity of human wants. Effective demand as influenced by income, social class, and custom. The technique of selling: the approach, exposition, and persuasion. Qualities of the salesman. The organization and equipment of a sales department. Plans for a sales campaign. Advertising and sales. Credits and sales. Records of sales and selling costs. Selling organizations and methods of representative business houses. W., 7:30-9:30.
- 5. Advertising in Modern Merchandising.—This course will outline the theory of advertising and apply it to modern business. It will include: analysis of the product and field, psychology of advertising, various kinds of copy and the place to use each, layouts, mail order advertising, house organs and catalogues, letters and follow-up, trade paper advertising, the distribution of population and advertising media, advertising as a business. Tu., 7:30-9:30.
- 6. Advanced Course in Advertising.—The course will be conducted as a typical advertising agency. There will be the various component departments of the agency, to which the students will be assigned, and advanced according to the merit of their work. Advertising will be sold to prospective clients; markets investigated and analyzed; campaigns planned; copy, layouts, plates and drawings prepared. M., 7:30-9:30.

This course is open to those who have completed the first advertising course or are in the advertising business. A special examination will be required of the latter.

COMMERCIAL LAW

*1. The Legal Relation of Buyer and Seller.—In this course the relation of buyer and seller is traced to its origin in contract. The place of the contract in business is then examined, after which the general subject of contracts is studied at length. Especial attention is given to the contract of sale. The principal divisions are: offer and acceptance; parties; the consideration of price;

formalities; legality of the object (with references to criminal law and torts); the reality of the consent, that is, the absence of fraud, mistake, undue influence and duress; conditions and warranties; misrepresentations not amounting to fraud; implied terms in special contracts; interpretation, construction and operation of contracts; discharge of contracts by operation of law and by act of the parties. The case method is used. W., 7:30-9:30.

†2. The Legal Relation of Debtor and Creditor.—This course begins with the rights of an unpaid seller. It proceeds to show how the protection of the creditor's rights in law has contributed to the evolution of the credit system, and how with the growth of that system, new means to safeguard the creditor have been provided. These include the means provided by law for subjecting a debtor's property to the payment of his debts, and contractual provisions for security as in the cases of liens, mortgages, guaranty and surety-ship. The second half of the course is devoted to the law of commercial paper under the following heads: nature, characteristics and place in business life; form; negotiation; the implied terms of the maker's and acceptor's contract; the implied terms of the drawer's and indorser's contract. Text-book and selected cases. Th., 7:30-9:30.

Course 2 is open to students who have passed in Course 1.

3. The Law of Business Organization.—This course deals with the relation between master and servant, the relation between principal and agent, the partnership relation, and, finally, the corporation. These taken together form a series of internal business relations. The history of these relations, as they have developed from each other in the order named, is traced in outline to show the function of the law as a cementing force in the business structure. Under each set of relations the following topics will be studied: the formation of the relation; the mutual rights and obligations of the parties; the rights and obligations of third parties; and the dissolution of the relation. Lectures, text-book, selected cases and students' reports. Tu., 7:30-9:30.

Course 3 is open to students who have passed in Course 2.

FINANCE

*1. The Elements of Finance.—A study of the financial operations of a business. The purpose of this course is to present the various phases of business financiering so that the student may understand their essential characteristics, the mutual relations existing between them, and the significance of each to the business as a whole. Following this fundamental course are others which afford

opportunity for the more detailed study of each of the several phases of finance.

The subjects included in this course are: the nature and function of credit in modern business; banking relations, including a consideration of the nature of domestic and foreign exchange; financial practice and problems of corporations; the nature and use of commercial paper; and investments and their relation to general business. Th., 5:00-7:00.

- 2. Banking.—The functions and methods of modern banks. There will be included a description of the organization and various departments of banks; national and state banks; savings banks and trust companies; discounts and deposits; the various forms of bank paper, drafts, certificates of deposit, letters of credit, and others; and foreign exchange. The leading banking systems will be compared and the problems of modern banking will be considered. Th., 7:30-9:30.
- 3. Investments.—A study of the fundamental principles underlying the correct investment of funds: distribution of risk and selection in accordance with requirements, involving a consideration of safety of principal and interest; convertibility; stability of market price; regularity of income; prospect of appreciation in value; convenience and freedom from care, etc.

The various kinds of investments will be described and their distinguishing characteristics compared: bonds, municipal, railroad, public service, corporation, irrigation, timber, and others; stocks, railroad, large and small corporation; listed and unlisted securities; real estate mortgages and real estate; savings bank deposits; and life insurance. Railroad and corporation reports will be analyzed from the investor's standpoint.

The course will include also consideration of the functions of the dealers in investment securities; the underwriting houses and the stock brokers; the stock market, the mechanism of the stock exchange, speculation; the money market; and panics and crises in their relation to investments. M., 7:30-9:30.

4. Corporation Finance.—The subject is viewed from the standpoint of the directors of a corporation. The principal topics considered are: laws and conditions of incorporation; the work of the promoter; underwriting syndicates; forms of securities employed; the accumulation of surplus, and the provision for new capital; watered stock; amortization; the corporate history of representative trusts; the relation of shareholders, creditors, and the general public to corporation finance; the nature and purpose of state regulation. Tu., 5:00-7:00.

5. Credits and Collections.—Credit is the foundation of modern exchanges. The course begins with a consideration of the relation of the credit system to the organization of the present day commercial world. Following this the subject is presented from the standpoint of the credit man. It includes a study of banking credit, personal credit, and mercantile credit.

The following subjects are studied: credit instruments; the organization and technique of the credit department; the source of credit information; the analysis of credit information and financial statements; the work of associations of credit men, including exchange bureaus, and adjustment bureaus; legal problems of credit, such as concern bankruptcy and insolvency. Tu., 7:30-9:30.

6. Problems of the Credit Department.—The aim of this course is to cover comprehensively the larger problems pertaining to the work of the credit department. It is given by a group of men who have become authorities in their respective lines of work. Opportunity will be afforded for the general discussion of credit problems.

The subjects considered are:

The importance of credit education; the proper analysis of credit information; co-operation in credit granting; the credit department as an advisor and business builder; the detection and prevention of fraud; insurance and its relation to credit granting, character as a business asset; mercantile agencies.

Commercial Law in its bearing upon the work of the credit department, including such subjects as: bankruptcy and insolvency laws; homestead exemption laws; workmen's compensation laws; lien laws.

Banking; the relation of the banker to the customer and the Federal Reserve Act as these affect the credit man.

Problems of business policy such as: attitude towards obligations of customers; interest on past due accounts; service to customers; study of the human element in credit granting.

The fundamental business conditions of the country as they affect the credit risks. F., 7:30-9:30.

Course 5 is open to those who have passed in Course 4 and to experienced credit men.

German, French, Spanish

Facilities will be provided for those desiring to secure a commercial knowledge of German, French, or Spanish.

STATE BOARD OF ACCOUNTANCY

SECTION 1370. There shall be a state board of accountancy, consisting of three members, not more than two of whom shall belong to the same political party. Each member of the board shall be a person skilled in the knowledge and practice of accounting and actively engaged as a professional public accountant within this state.

SECTION 1371. Each year the governor shall appoint one member of the state board of accountancy who shall serve for a term of three years and until his successor is appointed and qualified. A vacancy in the board shall be filled by the governor by appointment for the unexpired term.

SECTION 1372. The state board of accountancy shall organize by the election of one of its members as president and one as secretary and treasurer. The secretary and treasurer shall give a bond in such sum and with sureties as the board directs. The board shall keep a record of its proceedings.

SECTION 1373. A citizen of the United States or a person who has duly declared his intention to become such citizen, not less than twenty-one years of age, of good moral character, a graduate of a high-school or having received an equivalent education, with at least three years' experience in the practice of accounting and who has received from the state board of accountancy as herein provided a certificate of his qualifications to practice as a public expert accountant shall be styled and known as a certified public accountant. No other person shall assume such title or use the abbreviation, "C. P. A." or other words or letters to indicate that he is a certified public accountant.

SECTION 1374. Each year, the state board of accountancy shall hold an examination for such certificate. Each applicant shall be examined in theory of accounts, practical accounting, auditing and commercial law as affecting accountancy. If three or more persons apply for certificates within not less than five months after the annual examination, the board shall hold an examination for them. The time and place of each examination shall be fixed by the board.

SECTION 1375. At the time of filing the application for such examination and certificate, each applicant shall pay to the treasurer of the state board of accountancy a fee of twenty-five dollars. Such examination fee shall not be refunded, but an applicant may be re-examined without the payment of an additional fee within eighteen months from the date of his application.

SECTION 1376. A person who is a citizen of the United States or has declared his intention of becoming such citizen, who is at least twenty-one years of age, of good moral character, who has complied with the rules and regulations of the state board of accountancy, and who holds a valid and unrevoked certificate as a certified public accountant issued under the authority of another state or territory of the United States or the District of Columbia, or of a foreign nation, may receive from the board a certificate as a certified public accountant if the board is satisfied that the standards and requirements for a certificate as a certified public accountant thereof are substantially equivalent to those established by this chapter. Such person may thereafter practice in this state as a certified public accountant and assume and use the name, title and style of "certified public accountant" or any abbreviation or abbreviations thereof.

SECTION 1377. For sufficient cause the state board of accountancy may revoke a certificate issued under this chapter if a written notice has been mailed to the holder thereof at his last known address at least twenty days before hearing thereon. Such notice shall state the cause of such contemplated action and appoint the time for hearing thereon by the board. No certificate issued under this chapter shall be revoked until after such hearing.

SECTION 1378. From fees collected under this chapter the board shall pay the expenses incident to its examinations and the expenses of preparing and issuing certificates, and to each member of the board for the time actually expended in the performance of his duties a sum not exceeding five dollars per day and his necessary traveling expenses. In no case shall the expenses of the board or the compensation or traveling expenses of the members thereof be a charge against any fund of the state.

SECTION 1379. Nothing contained in this chapter shall be construed so as to prevent any person from being employed within this state as a public accountant. The General Code of Ohio, vol. I., p. 291.

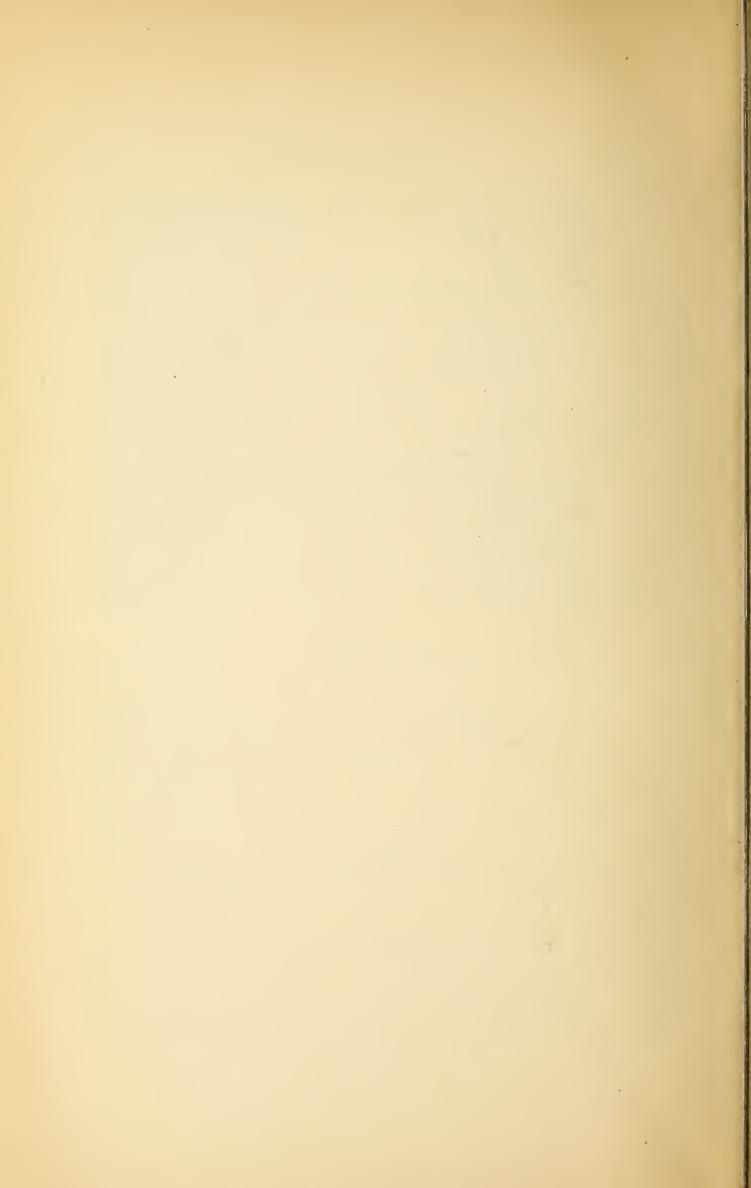
STUDENTS, 1914-1915

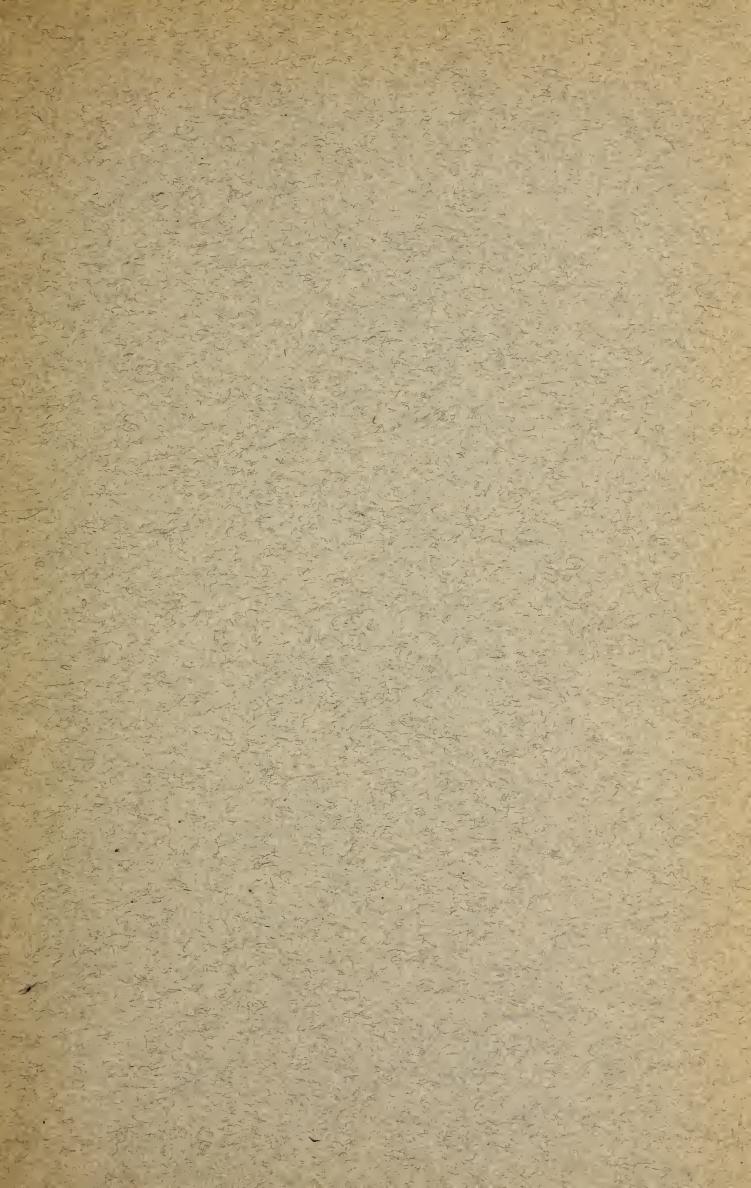
A TD A	
AUER, JAMES S	Le Montree Mfg. Co.
BAIER, GEORGE A	Firth-Third National Bank
	The Charles Boldt Co.
	The MacDonald Printing Co.
	ne Cincinnati and Suburban Bell Telephone Co.
	The King Powder Co.
	Teasdale's Dyeing and Cleaning Works
	The Lunkenheimer Co.
BLACKBURN, JESSIE M	The Charles Boldt Co.
BLERSCH, ELMER C	Cincinnati Abattoir Co.
Bonn, George C	Pennsylvania Lines
	The International Harvester Co. of America
	511 Prospect Place
	_
· -	The Union Central Life Insurance Co.
CHACE, Mrs. FLORENCE W	3231 Bishop St.
CHATFIELD, FREDERICK H	The Chatfield Mfg. Co.
CHERRINGTON, EDISON	
	Kirkpatrick Lumber Co.
	The Norwood Sash and Door Mfg. Co.
	_
•	The Paragon Refining Co.
	The Fleischmann Co.
CREMINS, W. E	
DAVIS, IRVIN L	The Reliance Coal & Coke Co.
	The Ault Wooden Ware Co.
	The Union Central Life Insurance Co.
	The Robert Mitchell Furniture Co.
	The Robert Mitchell Furniture Co.
•	
	The United States Playing Card Co.
	The Rudolph Wurlitzer Co.
EHLMANN, ALFRED C	The Houston Stanwood & Gamble Co.
·	Y. M. C. A.
•	Jelke, Clark & Forchheimer
	Brendamour Sporting Goods Co.
Frank, William	The Mammoth Shoe Co.
FRANKENBERGER, JOHN E	
FRANKENSTEIN, MAYME	Dodge Mfg. Co.
	Marks & Stix
FILLER FRED W	Earls & Johansing
	The Globe Soap Co.
	.The Cincinnati & Suburban Bell Telephone Co.
GEORGE, OLLIE	

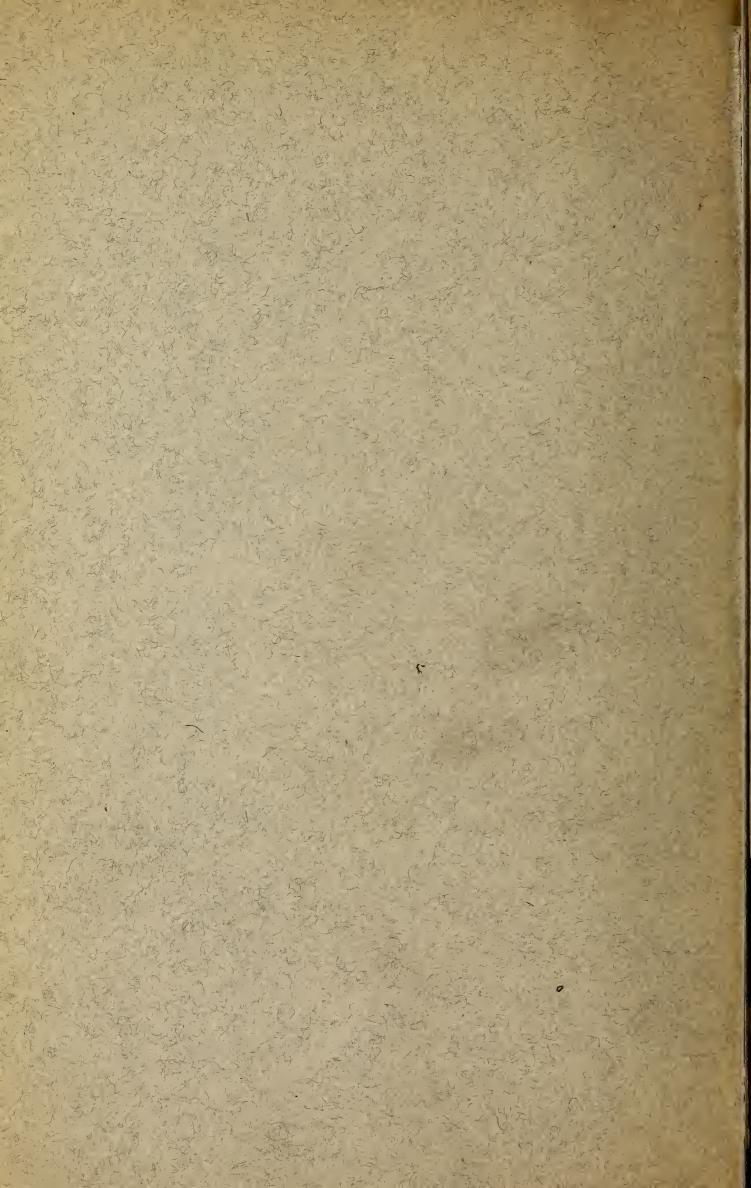
Goerl, George J	The C E Strait Mfg Co
Graham, Berl G	
GROTE, SYLVESTER A	
Guillaudau, Arthur	The M. Werk Co.
HALL, MARIAN	
HAMPTON, JOSEPH F	4653 Smith Road, Norwood, O.
HANAUER, ALVIN	·
HARGITT, DORA	
HARPER, MARY A	
HARRIS, LEON J	
HARRISON, FRANCIS G	
HEARNE, BURTON M	=
Heibertshausen, George	
Helm, August	The Reliance Coal & Coke Co.
HEMAN, ADOLPH	The F. H. Lawson Co.
Herzfeld, Louis M	Wolf Bros. & Co.
HESSE, EARLE E	
HEY, ANNA M	The Eagle Mfg. Co.
HILLER, CARL A	
Hoffelder, George A	
HORTON, MARY B	
Howard, James F	
Hueber, John W	
Hughes, Henry J	
HUGLE, WILLIAM M	
HUTCHINS, MABEL	
HUYETT, ROBERT B	_
ISEKEIT, CHESTER C	
JACOBS, WILLIAM V	•
JOERLING, BEN F	The Billboard Publishing Co.
Jones, Ruth	The Mendel-Drucker Co.
KATZ, PAUL E	Adams Express Co.
Kendall, Jr., Charles P	
KINDERMANN, FRANK M	
Kinker, Edward	
Kirschner, Charles F	
Klusmeyer, George H	
•	-
Koch, Stuart J	
Koenig, Jr., Henry F	
Krause, Walter C	•
Lang, Charles L	
Laurence, Gordon E	
LEIBOLD, MATILDA	
Levi, Joseph H	
LIBBERT, JOHN C	City of Cincinnati
LUDDECKE, RALPH R	
Ludwig, L. HUniver	sity of Cincinnati Co-operative Society
LUHRMAN, ALBERT H	Provident Savings Bank & Trust Co.
Lushbaugh, Clarence C	
McAlpin, R. W	
McDonald, Matthew A	3545 Paxton Rd.
McIntire, Walter A	
McLaughlin, Thomas J	
Marsch, Harry J	

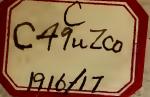
Massman, Walter J	_
Mathis, Clifford W	
MATT, JOSEPH B	
MAYER, FRANK E	
MAYER, ROBERT L	
Meiss, Bertrand L	
MILLER, MARK D	
MITCHELL, CARL P	
Moormann, Paul K	
Mueller, Harry W	
Muhlhauser, Eugene F	
Nolting, E. G	2,
OBERHELMAN, HARRY B	
OEHLER, ALICE	
OESTERLEIN, CHARLES D	Oesterlein Machine Co.
PAPPENHEIMER, PAUL A	
PAYNE, HARRY V	
PERIN, OLIVER W	
PETTIT, EDWIN WT	
Pierle, Edwin F	
Pressler, Fred J	The Ubiko Milling Co.
RACKE, ALBERT A	Stricker-Beitman & Co.
RANZ, WILLIAM	
RAU, LESTER C	
RICHARDS, JAMES S	Jennings-Miller Co.
RICHEY, CARL	
ROBINSON, IVA Z	Samuel Ach Co.
Rosenbaum, David N	1333 Locust St.
SAHLFELD, ROBERT A	
Schaler, John FT	
Schmid, Robert G	
Schook, Katherine H	The Wirthlin-Mann Co.
SCHURMAN, BRYCE L	Direct Furniture Co.
Schuster, Christian A	
SCHWAB, ALBERT	
SCHWARTZ, ALBERT W	
SEIBERT, THEODOR C	•
SEIVER, FRED J	
SHEEHY, KATHLEEN	
SHIELDS, L. L	
SHREVE, JOHN H	
SIMLICK, W. N	
SINGER, M. MYERTh	
SKINNER, MRS. JULIA SENIOR	
SLAUGHTER, BERNARD J	
C T T	
	Spear & Co.
SMITH, GEORGE H	
SMITH, GEORGE H. SMITH, HARRISON B. SMITH, RUTH L. SNODGRASS, MARJORIE. SPRITZ, SIDNEY D.	Spear & Co. The Johnston Electric Supply Co. The American Oak & Leather Co. Spritz, Voll & Co.
SMITH, GEORGE H. SMITH, HARRISON B. SMITH, RUTH L. SNODGRASS, MARJORIE SPRITZ, SIDNEY D. STAAB, ALBERT.	Spear & Co. The Johnston Electric Supply Co. The American Oak & Leather Co. 37 Hartwell Ave., Hartwell Spritz, Voll & Co. Brookbank Distillery Co.
SMITH, GEORGE H. SMITH, HARRISON B. SMITH, RUTH L. SNODGRASS, MARJORIE. SPRITZ, SIDNEY D.	Spear & Co. The Johnston Electric Supply Co. The American Oak & Leather Co. 37 Hartwell Ave., Hartwell Spritz, Voll & Co. Brookbank Distillery Co. Allis-Chalmers Co.

	The United States Printing Co.
·	The French BrosBauer Co.
	2302 Norwood Ave., Norwood, O.
STRECKER, PAUL	
STRUBBE, LOUIS	
STUGARD, ANNA	Ernst, Cassatt & Cottle
STURLA, HARRY L	The Fleischmann Co.
	The Chatfield & Woods Co.
TAYLOR, FRANK F	Globe Folding Box Co.
TOMASSENE, JOHN W	The Whitaker Paper Co.
TRUMBULL, GEORGE W	
	B. & O. R. R. Co.
Ungar, Irvin	The Henderson Lithographing Co.
Upson, Charles H	The C. L. La Boiteaux Co.
Von Bremen, Lillian R	The Ferd Wagner Co.
WATERS, G. BAIN	.The American Laundry Machinery Co.
	The Alhambra Theatre Co.
WELLER, MARY P	347 Bryant Ave.
	The Higgin Mfg. Co.
WILHELMY, ODIN	3345 Woodburn Ave.
WILLIG, LAWRENCE H	City of Cincinnati.
WILSON, JOSEPH A	Gebhardt Bros.
	Y. M. C. A., Covington, Ky.
•	
Wuest, Edward J	3430 Cornell Place
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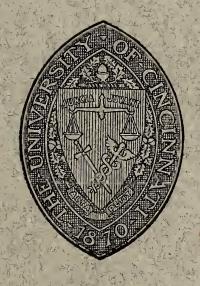
APRIL, 1916

No. 2, PART 1

ANNOUNCEMENT OF THE

COLLEGE OF COMMERCE

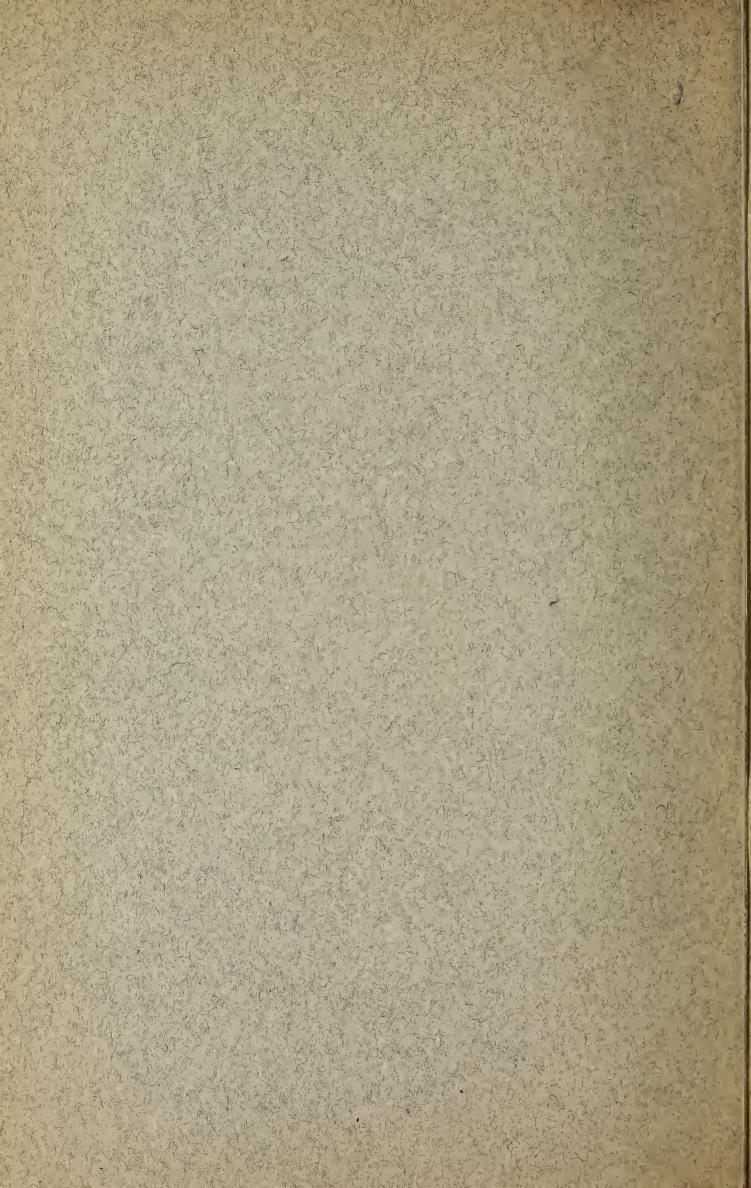
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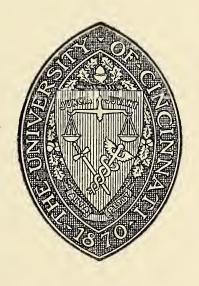
ISSUED QUARTERLY : JANUARY, APRIL, JULY, OCTOBER.

ENTERED AS SECOND-CLASS MATTER MAY 19, 1913, AT THE POST OFFICE



University of Cincinnati Record

ANNOUNCEMENT OF THE COLLEGE OF COMMERCE 1916-1917



PUBLISHED BY THE UNIVERSITY OF CINCINNATI CINCINNATI, OHIO

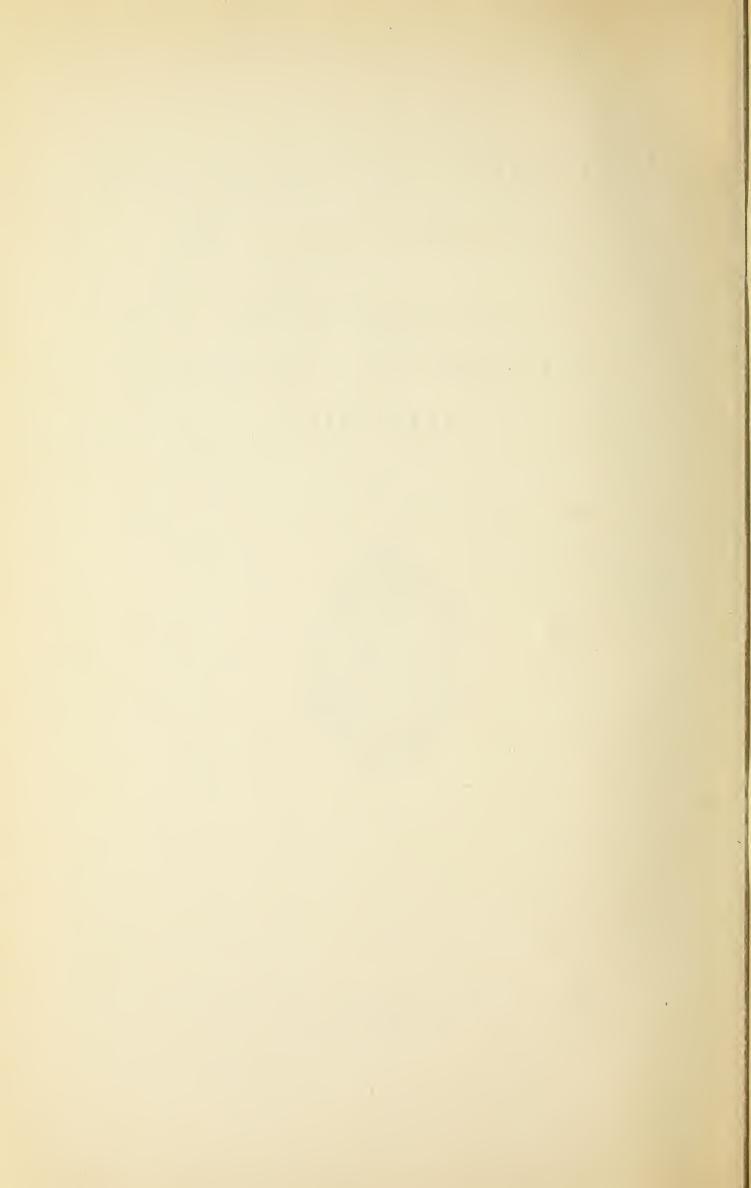


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JUN 2 1816

CALENDAR

5

CALENDAR

1916

SEPT. 14, THURSDAY.*	Entrance examinations begin.
SEPT. 20, WEDNESDAY.*	Entrance examinations end.
SEPT. 20, WEDNESDAY, 7:30 P.M.*	Registration begins.
SEPT. 23, SATURDAY, 4:00 P.M.*	Registration closes.
SEPT. 23, SATURDAY, 8:00 P.M.	Opening convocation in McMicken Hall.
SEPT. 25, MONDAY.	Classes begin.
Nov. 29, Wednesday, 7:30 P.M.	Thanksgiving recess begins.
DEC. 4, MONDAY.	Classes resumed.

RECESS FROM DECEMBER 25, 1916, TO JANUARY 9, 1917, INCLUSIVE.

1917

JAN.	10, Wednesday.	Classes resumed.
FEB.	22, THURSDAY.	Washington's Birthday: a holiday.
May	30, Wednesday.	Memorial Day: a holiday.
JUNE	15, FRIDAY.	Session ends.
JUNE	16, SATURDAY.	University Commencement Day.

^{*}On examination days and on Thursday and Friday (Sept. 21 and 22), the office will be open at the following hours: 9:00-12:00 A.M.; 2:00-4:00 P.M.; 7:30-9:30 P.M.

DEPARTMENTS OF THE UNIVERSITY

The University comprises the following departments:

GRADUATE SCHOOL,

McMICKEN COLLEGE OF LIBERAL ARTS,

COLLEGE FOR TEACHERS,

COLLEGE OF ENGINEERING,

COLLEGE OF MEDICINE (The Ohio-Miami Medical College and the Clinical and Pathological School of the Cincinnati Hospital),

COLLEGE OF COMMERCE,

SCHOOL OF HOUSEHOLD ARTS.

For special announcement of the College of Commerce, and for circulars descriptive of the different courses, address:

THE DEAN of the College of Commerce

University of Cincinnati

CINCINNATI, OHIO

FACULTY

- CHARLES WILLIAM DABNEY, Ph.D., LL.D., PRESIDENT OF THE Office, 10 McMicken Hall.

 UNIVERSITY
- FREDERICK C. HICKS, Ph.D., DEAN and Professor of Economics and Office. 8 McMicken Hall.

 Commerce
- JOHN C. DUNCAN, Ph.D., Professor of Administration and Accountancy Office, 320 Engineering Building.
- HOWARD P. WARREN, B.S., M.C.S., Instructor in Finance Office, 34 McMicken Hall.

STAFF LECTURERS

- WILLIAM SIMPSON GROOM,..... Lecturer on Transportation
 Traffic Manager, The Whitaker Paper Company.

SPECIAL LECTURERS, 1914-1915

- Richard Crane, of R. G. Dun & Company

 Mercantile Agencies in Their Relation to Business
- O. S. Larkby, Assistant Secretary, The Edwards Manufacturing
 Company

 Credit Department Technique

 Credit from the Standpoint of the Manufacturer
- W. H. Muench, Secretary, The Lunkenheimer Company

 The Credit Man in His Relation to the House, Customer,
 and Salesman
- J. E. McClain, Secretary and Manager of the Jos. R. Peebles Sons
 Company
 Credit from the Standpoint of the Retail Credit Man
- Samuel Reeves, Chief Rate Clerk to the General Agent, C. C. & St. L. Ry. Co.

 How Freight Rates and Tariffs Are Made
- George Greaves, Freight Claim Agent, Queen and Crescent Route

 Presentation and Handling of Freight Claims and Carriers'

 Liability
- J. W. Young, Manager, J. Walter Thompson Company

 Copywriting

OTHER ADMINISTRATIVE OFFICERS

- ALFRED BRODBECK, Director of Physical Education Gymnasium Building.
- DANIEL LAURENCE, B. S.,.... Secretary of the University Office, 5 McMicken Hall.
- CHARLES ALBERT READ, A. B.,... Librarian of the University Library Van Wormer Library Building.
- THOMAS L. McJoynt, LL. B.,....Secretary, College of Commerce Office, 33 McMicken Hall.

COLLEGE OF COMMERCE

GENERAL STATEMENT

The College of Commerce has been organized for the purpose of supplying scientific instruction in the fundamental principles and practices of commerce with a view to increasing the efficiency of those who contemplate engaging in business or who have already entered upon such a career. It was established in 1906 as a separate institution, largely the outgrowth of evening classes held under the patronage of the Cincinnati Chapter of the American Institute of Banking, and became a part of the University in 1912.

The time has come when it is worth while for the young man who desires to achieve success in a business career to begin by learning what the experience of others has to teach. The saving of waste is an important element in modern industry. It is in keeping with this idea that the wasteful method which requires business men to learn everything anew for themselves through their own experience should give place to a system which provides opportunity for each generation to know the results of the efforts of the preceding generation. It is thereby enabled to start somewhat in advance of where its predecessor did, and so to attain larger results.

There are, of course, many phases of business which every man must learn for himself, but business experience has developed principles and methods of procedure which can be taught. Moreover, these principles and methods have become so far standardized as to constitute a useful foundation upon which to build the experience of the individual.

In this respect, an interesting parallel may be drawn between preparation for the legal and medical professions, on the one hand, and preparation for a commercial career, on the other. Not very many years ago it was believed that training for law could best be secured in the office of a practicing attorney, and training for medicine, in the office of a physician. Today, those desiring to enter these professions avail themselves of the facilities offered by the colleges of law and of medicine. None of these colleges professes to qualify its graduates to become at once leaders in their respective fields. To their college training must be added practical experience. Yet few, if any, now question that the preparation afforded by such institutions makes possible more rapid progress in the practice of

those professions and, what is even more important, a far greater ultimate achievement.

In like manner, colleges for commercial training do not undertake to turn out ready-made captains of industry, but they do expect to assist in laying a foundation which, when combined with the training of practical experience, will enable the business man to attain larger results.

ADMISSION

Students are admitted to the College of Commerce (a) as candidates for a degree, or (b) as special students, on the following conditions:

(a) Candidates for a degree.—In order to be admitted to the College of Commerce as a candidate for the degree of Bachelor of Commerce, a student is expected, first, to satisfy the regular college entrance requirements and, second, to complete a pre-commercial course in the College of Liberal Arts consisting of forty college credit hours and two years' approved business experience, or of sixty college credit hours, i. e., the equivalent of two years' college work.

A credit hour is one recitation hour a week carried through a semester or half year.

The college credit hours must include the following:

English Composition	. 4	credit	hours
Economics	. 4	"	"
Economic History	. 4	"	"
Railroads	. 2	"	"
Money and Banking	. 2	"	"
Commercial Geography	. 4	"	"
Statistics	. 4	"	"
Business Psychology	. 4	"	"
Mathematics	. 4	"	"
Public Speaking*			
Ethics*	8	"	"
German, French, or Spanish*			

Opportunity to secure this preparation is afforded by the College of Liberal Arts of the University of Cincinnati, which offers, in addition to the regular day classes, late afternoon and evening classes so adjusted as to enable the students to combine class work with practical business training. The following schedule has been arranged:

^{*}Other courses may be substituted subject to the approval of the faculty.

		Monday	Tuesday	WEDNESDAY	THURSDAY	FRIDAY
First	5:00 to 7:00		English Composition	Economic History or Commercial Geography		
Year	7:30 to 9:30		Public Speaking*		Economics	Mathematics
Second Year	5:00 to 7:00	Statistics		Commercial Geography or Economic History		
	7:30 to 9:30	Ethics*		Railroads Money and Banking	Business Psychology	

^{*}See page 10 for possible substitutions.

(b) Special Students.—The classes of the College of Commerce are open to those who wish instruction along special lines only, provided they are at least twenty-one years of age and are qualified to do University work. Those wishing to enroll as special students are required to satisfy the Dean and the heads of departments concerned, that they are able to carry on the work desired.

Any one who, after entering as a special student, becomes a candidate for a degree, will receive credit for all courses satisfactorily completed, but before becoming a candidate for a degree, he must satisfy the regular college entrance requirements, and complete the pre-commercial course described on page 10.

All students are amenable to the same regulations in matters of class work, examinations, discipline, and other University requirements.

Applications for admission should be addressed to the Dean of the College of Commerce, University of Cincinnati, Cincinnati, Ohio.

REGISTRATION

Registration in 1916 will begin on Wednesday, September 20, 7:30 P.M., and close on Saturday, September 23, at 4:00 P.M. On Thursday and Friday the office will be open as follows: 9:00-12:00 A.M., 2:00-4:00 P.M., 7:30-9:30 P.M.; and on Saturday, 9:00-12:00 A.M., 2:00-4:00 P.M.

No person will be admitted to any course after the beginning of class work, unless a good and sufficient excuse for not entering at the prescribed time be presented to the Dean; and in no event will any person be permitted to enter after the close of the third week of class work. In accordance with this regulation no person will be admitted to the work of 1916-17 after October 14, 1916.

The steps in registration are as follows:

- (1) Secure from the Dean and fill out a Course Card.
- (2) Obtain from the Registrar a registration blank; fill out the same and present to the Registrar and secure a Card of Matriculation Fees.
- (3) Pay the registration and tuition fees to the Clerk of the Board and get a receipt therefor.
- (4) File the Course Card and in the case of new students the Card of Admission in the box prepared for that purpose in the Registrar's office.

FEES

Students taking work in the College of Commerce are charged a registration fee of \$5.00 per year. The tuition for a full year's work of five courses is \$50.00 for students who are citizens of Cincinnati and for non-residents who entered prior to 1916. For other non-residents the tuition will be \$75.00. In the case of those taking less than a full year's work, the charge is \$6.00 per recitation hour per year except for non-residents entering during and after 1916, who are charged \$10.00 per recitation hour per year. Thus the tuition for one two-hour course is \$12.00 a year for citizens and for non-residents who entered prior to 1916, and \$20.00 a year for non-residents entering during and after 1916.

Non-residents entering in 1916 and thereafter will be charged a contingent fee of \$5.00 a year.

Students who apply for registration on days other than those designated will be required to pay a fee of \$1.00. A fee of \$1.00 is charged for each special examination.

All fees and tuition must be paid in advance to the Clerk of the Board of Directors during the days of registration.

No University fees are refunded.

PLAN OF INSTRUCTION

The course of study is planned to combine theory and practice.

The course requires three full years for its completion. The work consists of two parts carried on simultaneously: the first, composed of courses at the University; the second, of practice in one or more fields of business.

College Courses.—During the first year, the student gives his

attention to a group of fundamental subjects, a general knowledge of which is important in all kinds of commercial activity. These are:

Marketing
Elements of Business Administration
Principles of Accounting
Elements of Finance
The Legal Relation of Buyer and Seller

The second year's work consists, in part, of additional fundamental subjects and, in part, of courses selected with reference to the special field for which the student desires to prepare. The required courses during this second year are:

Insurance
The Legal Relation of Debtor and Creditor
Barometrics of Business

In addition to these, the student selects, subject to the approval of the faculty, two two-hour courses.

The subjects in the third year are elective, in order that the student may, if he so desires, confine his attention to a special field. At least five two-hour courses are selected, subject to the approval of the faculty.

No student is allowed to take more than ten hours of class work a week, of which not more than six hours, i. e., three two-hour courses or their equivalent, may be taken from 7:30 to 9:30.

Business Practice.—Throughout the three years, the student is expected to be in business and to carry on, under the supervision of the faculty of the College of Commerce, a carefully planned study of the business in which he is engaged. This will involve regular reports and conferences. Failure to meet successfully the practical demands of business will debar the student from continuing as a candidate for a degree.

SCHOLARSHIP

The American Institute of Banking Scholarship is awarded annually to a member of the Cincinnati Chapter of the American Institute of Banking, upon the nomination of the Chapter, subject to the approval of the President of the University and the Dean of the College of Commerce. This scholarship exempts the holder from the payment of the College of Commerce tuition fee.

GRADUATION

Degree.—The degree of Bachelor of Commerce will be conferred upon the following conditions:

- (1) The completion of the college entrance requirements and of the pre-commercial course in the College of Liberal Arts. (See page 10.)
- (2) The completion of the course of study as outlined (see pages 12 and 13), consisting of sixty credit hours* in the College of Commerce, and of three years' successful business experience, including a systematic study of the business concerned.
- (3) The preparation of a satisfactory thesis relating to the business in which the student has been engaged, with special reference to the application thereto of the subjects studied in the College. The paper must show that the writer has the ability not only to gather data, but also to correlate and apply the same in solving commercial problems.

Certificate.—A certificate will be awarded to special students upon the completion of a duly approved group of selected subjects.

COMBINED ACADEMIC AND COMMERCE COURSE

LEADING TO THE DEGREE OF BACHELOR OF SCIENCE

The Colleges of Liberal Arts and of Commerce have established a course which will enable students to obtain the Degree of Bachelor of Science upon the completion of four years' work. (Students taking all of their academic work in the evening session of the College of Liberal Arts can complete the course in five years.)

The entrance requirements to this course are those of the College of Liberal Arts of the University of Cincinnati as described in the Announcement of that College.

The college requirements for this degree consist of 60 credits in the College of Liberal Arts and 60 credits in the College of Commerce, as follows:

In the College of Liberal Arts

The 60 credits in the College of Liberal Arts shall include at least:

First year

4 credits in English Composition

4 " Economics

4 " " Mathematics

4 " " Economic History

or

4 " Commercial Geography

^{*}For definition of credit hour, see page 10.

Second year

2 credits in Railroads

2 " Money and Banking

4 " " Statistics

4 " " Business Psychology

4 " Commercial Geography

Of

4 " " Economic History

Economic History and Commercial Geography are given in the evening classes in alternate years; both are required.

In addition to the above subjects, the student must complete at least eight credit hours in Public Speaking, Ethics, German, French or Spanish. The remaining 20 credits in the College of Liberal Arts are elective.

No student may count towards these 60 credits more than 24 credits marked "D" or "poor", nor more than 6 credits marked "D" or "poor" in any one semester. This restriction, however, shall not operate to prevent his counting courses so marked toward the completion of his "prescribed" work. Any student who receives "D" or "poor" in more than six hours of work in any one semester must take an equal additional number of hours in an elective approved by the Dean of Liberal Arts, and pass in such electives with a grade of "C" or over, in order to be eligible for the degree of B. S.

In the College of Commerce

Of the 60 credits in the College of Commerce, 40 shall be for the courses of the first two years as described in the Announcement of the College of Commerce (see pages 12 and 13) and 20 for the supervised study of business practice as described in the Announcement under "Business Practice" (p. 24).

For further information, address the Dean of the College of Liberal Arts or the Dean of the College of Commerce.

CERTIFIED PUBLIC ACCOUNTANT

A special course has been arranged for those who desire to prepare for the state examination for the Certified Public Accountant certificate.*

EVENING ACADEMIC COURSES

The University of Cincinnati offers also evening academic courses, which are open to students in the College of Commerce. For detailed information concerning these courses, address the Supervisor of Evening Courses.

^{*}See page 25 for Ohio State Board of Accountancy Law.

SCHEDULE OF COURSES

The abbreviations and numbers in parenthesis refer to descriptive paragraphs under the several department headings.

	5:00 to 7:00	7:30 to 9:30
MONDAY	*Marketing (Mktg. 1) Principles of Constructive Accounting (Acctey. 2) Corporation Finance (Fin. 4)	*Principles of Accounting (Acctcy. 1) Investments (Fin. 3)
TUESDAY	†Insurance (Fin. 7) Cost Accounting (Acctey. 4)	Adv. Accounting (Acctcy. 3) Advertising in Modern Merchandising (Mktg. 5)
WEDNESDAY	*Elements of Business Administration (Admin. 1) Law of Business Organization (Coml. Law 3)	*Legal Relation of Buyer and Seller (Coml. Law 1) Auditing (Acctcy. 5) Salesmanship (Mktg. 4) Credits and Collections (Fin. 5)
THURSDAY	*Elements of Finance (Fin. 1) †Barometrics of Business (Mktg. 2)	†Legal Relation of Debtor and Creditor (Coml. Law 2) Banking (Fin. 2) Problems of Traffic Manager (Admin. 6)
FRIDAY		Foreign Trade (Mktg. 3) Traffic Management (Admin. 5) Problems of Credit Department (Fin. 6)
SATURDAY	Adv. Advertising (Mktg. 6) (4:00 to 6:00)	

^{*}Required of regular first year students.

[†]Required of regular second year students.

COURSES OF INSTRUCTION

*Required of regular first year students.
†Required of regular second year students.

ADMINISTRATION AND ACCOUNTANCY

A. Administration

- *1. Elements of Business Administration.—This course is designed for the person who looks forward to being a business executive. It opens with a discussion of the factors which make for success in any kind of an enterprise, viz., location, lay-out and arrangement of plants, structure of buildings, internal organization, management and selling. The course considers the relationship that should exist between the different expenses in different kinds of enterprises, viz., materials, wages, operating charges, selling and administrative expenses. Coincident with the discussion of these factors, the student is shown how to analyze the accounting data so as to localize weaknesses in all of the administrative divisions of concerns. He is also shown how to make reports and present data to executives, so that they may see the actual business conditions of the enterprise as a whole and in all its parts. W., 5:00-7:00.
- [2. Industrial Management and Administration.] The first part deals with the detailed problems of factory organization management. In the second part are considered the detailed problems of the executive and administrative officials, their relations to the production, distribution, and administration departments, the trade and the general public. M., 5:00-7:00.

Prerequisite: Elements of Business Administration.

Omitted in 1916-17.

5. Traffic Management.—The object of this course is to fit the student for the actual work of handling the traffic problems that arise daily in the transaction of business.

The work carried on in the class room is designed to imitate in every detail the actual traffic work in a large office of a railway or business organization. Each student is supplied with a file of tariffs, and in conjunction with the current Official Classification these are used in the solution of various problems in rates, rules, routes, privileges, etc.

Supplementary lectures are given at intervals by prominent officials of railways and of other business organizations. F., 7:30-9:30.

6. Problems of the Traffic Manager.—This course is designed to equip the student for the handling of the higher traffic problems.

It deals with the causes that led to the passage of the Federal Act to Regulate Commerce, its subsequent amendments and the reasons therefor, and a comprehensive study of the provisions of the act itself.

A thorough analysis is made of the conditions of the bill of lading, and of the interpretation placed upon the same by the various decisions of the courts. The Conference Rulings of The Interstate Commerce Commission and many of the most important of the Commission's decisions are given careful consideration.

It treats of the various systems and theories of rate making; of the many factors entering into the making of classifications and freight rates; and of the rulings of the courts, state commissions, and Interstate Commerce Commission regarding such matters. Th., 7:30-9:30.

This course is open to those who have completed the course in Traffic Management and to others whose experience affords sufficient preparation therefor.

B. Accountancy

- *1. Principles of Accounting.—This course is the foundation of all work in accounting. The student is made familiar with the accounting of the various types of business organizations, individual, partnership, and corporation. He is also shown how to construct and analyze the Income and Expense Statement and Balance Sheet and is familiarized with the accounts of ordinary mercantile and industrial concerns. Lectures and problems, M., 7:30-9:30.
- 2. Principles of Constructive Accounting.—The student is shown how to design accounting books and forms with the object of making the greatest possible savings in bookkeeping and clerical work. He is familiarized with various mechanical devices for saving time and labor and is shown how to employ them in accounting practice. He is also shown how to prepare copy for the printer and blank book maker. M., 5:00-7:00.
- 3. Advanced Accounting.—This is a problem course in which is considered the handling of capital, revenue, good-will, treatment of bad debts, suspense, maintenance and depreciation reserves and sinking funds, contingent funds, secret reserves, and the like. It will further consider dissolution of partnership, organization of corporations and holding companies, realization, liquidation, insolvency, and special topics like executor accounts, insurance accounts, etc. Lectures and problems, Tu., 7:30-9:30.

Prerequisite: Accountancy 1.

4. Cost Accounting.—This course takes up the subject of designing and installing accounting systems for different kinds of mercantile, manufacturing, and financial enterprises. As one of the exercises the student is required to work out a complete cost system for a factory from given original data. He is also shown how to draw up instructions to bookkeepers and others who must operate the accounting systems installed. Tu., 5:00-7:00.

Prerequisite: Accountancy 2.

5. Auditing.—Discussion of the duties and responsibilities of an auditor; the kinds of audits that can be made and the value of each; the auditor's report, what it should contain; his certificate, its value; the preparation of audit reports. Lectures and problems, W., 7:30-9:30.

Prerequisite: Accountancy 3.

MARKETING

- *1. Marketing.—The nature of value and exchange; determination of market price. Assembling, storage, and distributive methods in such industries as sugar, cotton, wheat, wool, and tobacco. Markets for and distributive methods in the textile, shoe, furniture, and tool industries. The work of produce exchanges. Warehouse and elevator systems. Coöperative marketing. Chain stores; trademarks; and price-maintenance. M., 5:00-7:00.
- †2. Barometrics of Business. A study of the phenomena that are commonly regarded as signs of the trend of business activity, and of the various plans of combining them with a view to forecasting business conditions. Among the most important of the subjects to be considered are commodity prices, bank clearings, loans and discounts, crop and metal statistics, foreign trade, gold movements and money rates, investment conditions, railroad conditions, and business failures. Special attention will be given to crises and depressions. Th., 5:00-7:00.
- 3. Foreign Trade.—The work in this course is divided between European trade and Latin American trade. As an introduction, a study is made of the principles and mechanism of international exchange.

Attention is directed to such problems as transportation facilities and costs, credit policies, collections, banking facilities, export and import agencies, and commission houses. The commercial methods of the textile, shoe, flour, and similar industries are studied in detail.

The trade conditions of South America are analyzed in a similar way. The economic resources and needs of the country, the manners

and customs of its people, and the commercial policies pursued by Europeans are studied as a basis for plans to increase our trade with the Latin American nations. F., 7:30-9:30.

- 4. Salesmanship.—Nature, distribution, and elasticity of human wants. Effective demand as influenced by income, social class, and custom. The technique of selling: the approach, exposition, and persuasion. Qualities of the salesman. The organization and equipment of a sales department. Plans for a sales campaign. Advertising and sales. Credits and sales. Records of sales and selling costs. In the latter half of the course, salesmen from representative commercial establishments of Cincinnati will address the class and conduct sales demonstrations. W., 7:30-9:30.
- 5. Advertising in Modern Merchandising.—This course will outline the theory of advertising and apply it to modern business. It will include: analysis of the product and field, psychology of advertising, various kinds of copy and the place to use each, layouts, mail order advertising, house organs and catalogues, letters and follow-up, trade paper advertising, the distribution of population and advertising media, advertising as a business. Tu., 7:30-9:30.
- 6. Problems in Advertising.—This course is intended primarily for those who have satisfactorily completed the first year course in advertising, but is also open to those who are in the advertising business. A special examination will be required of the latter.

The first four months of the year will be devoted to the analysis of the advertising and merchandising problems of two or three hypothetical business propositions and the building of plans, copy, etc., based on these analyses.

During the remainder of the year, each student will concentrate on the intensive study of his individual business, covering (a) an exhaustive analysis of the product, market, and other factors bearing on distribution and sale, (b) a constructive plan for advertising and selling, and (c) actual preparation of copy, layouts, etc., to be used in the various media recommended in the plan. S., 4:00-6:00.

COMMERCIAL LAW

*1. The Legal Relation of Buyer and Seller.—In this course the relation of buyer and seller is traced to its origin in contract. The place of the contract in business is then examined, after which the general subject of contracts is studied at length. Especial attention is given to the contract of sale. The principal divisions are: offer and acceptance; parties; the consideration or price; formalities; legality of the object (with references to criminal law

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and torts); the reality of the consent, that is, the absence of fraud, mistake, undue influence and duress; conditions and warranties; misrepresentations not amounting to fraud; implied terms in special contracts; interpretation, construction, and operation of contracts; discharge of contracts by operation of law and by act of the parties. The case method is used. W., 7:30-9:30.

†2. The Legal Relation of Debtor and Creditor.—This course begins with the rights of an unpaid seller. It proceeds to show how the protection of the creditor's rights in law has contributed to the evolution of the credit system, and how with the growth of that system, new means to safeguard the creditor have been provided. These include the means provided by law for subjecting a debtor's property to the payment of his debts, and contractual provisions for security as in the cases of liens, mortgages, guaranty and suretyship. The second half of the course is devoted to the law of commercial paper under the following heads: nature, characteristics, and place in business life; form; negotiation; the implied terms of the maker's and acceptor's contract; the implied terms of the drawer's and indorser's contract. Selected cases. Th., 7:30-9:30.

Prerequisite: Commercial Law 1.

3. The Law of Business Organization.—This course deals with the relation between master and servant, the relation between principal and agent, the partnership relation, and, finally, the corporation. These taken together form a series of internal business relations. The history of these relations, as they have developed from each other in the order named, is traced in outline to show the function of the law as a cementing force in the business structure. Under each set of relations the following topics will be studied: the formation of the relation; the mutual rights and obligations of the parties; the rights and obligations of third parties; and the dissolution of the relation. Lectures, selected cases, and students' reports. W., 5:00-7:00.

Prerequisite: Commercial Law 2.

FINANCE

*1. The Elements of Finance.—A study of the financial operations of a business. The purpose of this course is to present the various phases of business financiering so that the student may understand their essential characteristics, the mutual relations existing between them, and the significance of each to the business as a whole. Following this fundamental course are others which afford opportunity for the more detailed study of each of the several phases of finance.

The subjects included in this course are: the nature and function of credit in modern business; banking relations, including a consideration of the nature of domestic and foreign exchange; financial practice and problems of corporations; the nature and use of commercial paper; and investments and their relation to general business. Th., 5:00-7:00.

- 2. Banking.—The functions and methods of modern banks. There will be included a description of the organization and various departments of banks; national and state banks; savings banks and trust companies; discounts and deposits; the various forms of bank paper, drafts, certificates of deposit, letters of credit, and others; and foreign exchange. The leading banking systems will be compared and the problems of modern banking will be considered. Th., 7:30-9:30.
- 3. Investments.—A study of the fundamental principles underlying the correct investment of funds: distribution of risk and selection in accordance with requirements, involving a consideration of safety of principal and interest; convertibility; stability of market price; regularity of income; prospect of appreciation in value; convenience and freedom from care, etc.

The various kinds of investments will be described and their distinguishing characteristics compared; bonds, municipal, railroad, public service, corporation, irrigation, timber, and others; stocks, railroad, large and small corporation; listed and unlisted securities; real estate mortgages and real estate; savings bank deposits; and life insurance. Railroad and corporation reports will be analyzed from the investor's standpoint.

The course will include also consideration of the functions of the dealers in investment securities; the underwriting houses and the stock brokers; the stock market, the mechanism of the stock exchange, speculation; the money market; and panies and crises in their relation to investments. M., 7:30-9:30.

4. Corporation Finance.—The subject is viewed from the standpoint of the directors of a corporation. The principal topics considered are: laws and conditions of incorporation; the work of the promoter; underwriting syndicates; forms of securities employed; the accumulation of surplus, and the provision for new capital; watered stock; amortization; the corporate history of representative trusts; the relation of shareholders, creditors, and the general public to corporation finance; the nature and purpose of state regulation. M., 5:00-7:00.

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5. Credits and Collections.—Credit is the foundation of modern exchanges. The course begins with a consideration of the relation of the credit system to the organization of the present day commercial world. Following this the subject is presented from the standpoint of the credit man. It includes a study of banking credit, personal credit, and mercantile credit.

The following subjects are studied: credit instruments; the organization and technique of the credit department; the source of credit information; the analysis of credit information and financial statements; the work of associations of credit men, including exchange bureaus, and adjustment bureaus; legal problems of credit, such as concern bankruptcy and insolvency. W., 7:30-9:30.

6. Problems of the Credit Department.—The aim of this course is to cover comprehensively the larger problems pertaining to the work of the credit department. It is given by a group of men who have become authorities in their respective lines of work. Opportunity will be afforded for the general discussion of credit problems.

The subjects considered are:

The importance of credit education; the proper analysis of credit information; coöperation in credit granting; the credit department as an adviser and business builder; the detection and prevention of fraud; insurance and its relation to credit granting, character as a business asset; mercantile agencies.

Commercial Law in its bearing upon the work of the credit department, including such subjects as: bankruptcy and insolvency laws; homestead exemption laws; workmen's compensation laws; lien laws.

Banking; the relation of the banker to the customer and the Federal Reserve Act as these affect the credit man.

Problems of business policy such as: attitude towards obligations of customers; interest on past due accounts; service to customers; study of the human element in credit granting.

The fundamental business conditions of the country as they affect the credit risks. F., 7:30-9:30.

Course 6 is open to those who have passed in Course 5 and to experienced credit men.

†7. Insurance.—The following subjects will be discussed in this course: Life Insurance, Casualty Insurance, Marine Insurance, Credit Indemnity, Surety Insurance, and Fire Insurance. Tu., 5:00-7:00.

STUDY OF BUSINESS PRACTICE

1. First year.—The work of the first year consists of two parts:
(a) a study of the general character of the business in which the student is employed and (b) a study of the student's relation to the particular business unit in which he works.

In the first part, attention is given to the history of the trade; its literature; economic geography, with special reference to raw materials and markets; its relation to industry in general, both domestic and foreign; and the relative positions of manufacturers, jobbers, retailers, factors, brokers, and consumers.

In the second part, consideration is given to the student's contract of employment; his duties; the educational value of his position; methods of selecting, supervising, and advancing employees, especially as related to the student's advancement; and methods of checking work and testing efficiency.

- 2. Second year.—During the second year a study is made of the organization and administration of the business unit in which the student is employed, and its general business relations.
- 3. Third year.—The third year is devoted to a study of problems that arise in the special field for which the student is preparing.

German, French, Spanish

Facilities will be provided for those desiring to secure a commercial knowledge of German, French, or Spanish.

STATE BOARD OF ACCOUNTANCY

SECTION 1370. There shall be a state board of accountancy, consisting of three members, not more than two of whom shall belong to the same political party. Each member of the board shall be a person skilled in the knowledge and practice of accounting and actively engaged as a professional public accountant within this state.

SECTION 1371. Each year the governor shall appoint one member of the state board of accountancy who shall serve for a term of three years and until his successor is appointed and qualified. A vacancy in the board shall be filled by the governor by appointment for the unexpired term.

SECTION 1372. The state board of accountancy shall organize by the election of one of its members as president and one as secretary and treasurer. The secretary and treasurer shall give a bond in such sum and with sureties as the board directs. The board shall keep a record of its proceedings.

SECTION 1373. A citizen of the United States or a person who has duly declared his intention to become such citizen, not less than twenty-one years of age, of good moral character, a graduare of a high-school or having received an equivalent education, with at least three years' experience in the practice of accounting and who has received from the state board of accountancy as herein provided a certificate of his qualifications to practice as a public expert accountant shall be styled and known as a certified public accountant. No other person shall assume such title or use the abbreviation, "C. P. A." or other words or letters to indicate that he is a certified public accountant.

SECTION 1374. Each year, the state board of accountancy shall hold an examination for such certificate. Each applicant shall be examined in theory of accounts, practical accounting, auditing and commercial law as affecting accountancy. If three or more persons apply for certificates within not less than five months after the annual examination, the board shall hold an examination for them. The time and place of each examination shall be fixed by the board.

SECTION 1375. At the time of filing the application for such examination and certificate, each applicant shall pay to the treasurer of the state board of accountancy a fee of twenty-five dollars. Such examination fee shall not be refunded, but an applicant may be reexamined without the payment of an additional fee within eighteen months from the date of his application.

SECTION 1376. A person who is a citizen of the United States or has declared his intention of becoming such citizen, who is at least twenty-one years of age, of good moral character, who has complied with the rules and regulations of the state board of accountancy, and who holds a valid and unrevoked certificate as a certified public accountant issued under the authority of another state or territory of the United States or the District of Columbia, or of a foreign nation, may receive from the board a certificate as a certified public accountant if the board is satisfied that the standards and requirements for a certificate as a certified public accountant thereof are substantially equivalent to those established by this chapter. Such person may thereafter practice in this state as a certified public accountant and assume and use the name, title and style of "certified public accountant" or any abbreviation or abbreviations thereof.

SECTION 1377. For sufficient cause the state board of accountancy may revoke a certificate issued under this chapter if a written notice has been mailed to the holder thereof at his last known address at least twenty days before hearing thereon. Such notice shall state the cause of such contemplated action and appoint the time for hearing thereon by the board. No certificate issued under this chapter shall be revoked until after such hearing.

SECTION 1378. From fees collected under this chapter the board shall pay the expenses incident to its examinations and the expenses of preparing and issuing certificates, and to each member of the board for the time actually expended in the performance of his duties a sum not exceeding five dollars per day and his necessary traveling expenses. In no case shall the expenses of the board or the compensation or traveling expenses of the members thereof be a charge against any fund of the state.

SECTION 1379. Nothing contained in this chapter shall be construed so as to prevent any person from being employed within this state as a public accountant. The General Code of Ohio, vol. I., p. 291.

COLLEGE OF COMMERCE STUDENTS

1915-1916

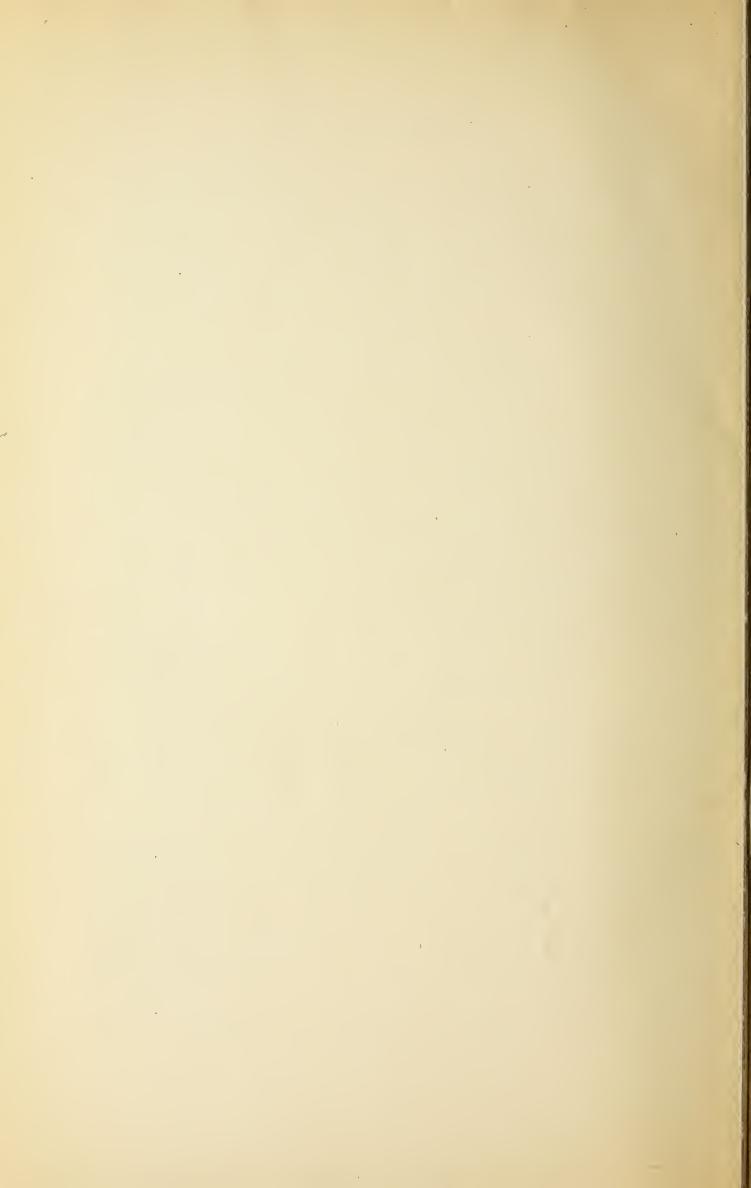
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AILLS, CHARLES A	The Ault of Wiborg Co.
ALEXANDER, HARRY	
ALLENSWORTH, FANNIE L	
Anis, Samuel E.	
Annis, Earl G	
Arnold, John J.	
ATKINS, RICHARD M	
BAILEY, PURBY D	
BARNETT, LELAND M	The Heekin Can Co.
Bauer, Elmer J	The Wm. Powell Co.
Becker, Fred J	The McDonald Printing Co.
BEEKLEY, ALBERT M	The King Powder Co.
Benner, Fred H	
BERDING, HERBERT G	
Berger, Albertine	
BERNHARDT, ARTHUR E	
BICKNELL, ARTHUR B	
BINGHAM, RALPH M	
Blakeley, Jr., Laurie J	
Bowman, Julian J.	
BOYD, BERTHA L.	
Brewster, John P. H.	
Bronworth, Harry	
Bush, William B., Attorney	
Butz, Clement B	The Emery Candle Co.
CARR, PERCY E	The Idealite Co.
Cary, Arthur J.	
CLARK, ABRAHAM	
CLEMENTS, JAMES M	
Condon, J. K.	
CONSTABLE, WILLIAM H	
CRON, WILLIAM C.	
Cross, William T.	The Art Metal Construction Co.
Daniel, William A	
DAY, ANNA L.	4305 Ashland Ave., Norwood, O.
DEITERS, JOHN A	
Dennis, Katharine J	
Deprez, Frank R	
Dickens, Mervin	
DIETZ, JOHN F	
DOERR, WILBUR C.	
DORKS, AMOR C.	
Dubell, Edward J	
Dubell, George W	The Kudolph Wurlitzer Co.
Emerson, Saradella	Larch and Belmont Sts.
Epstein, Harold L	

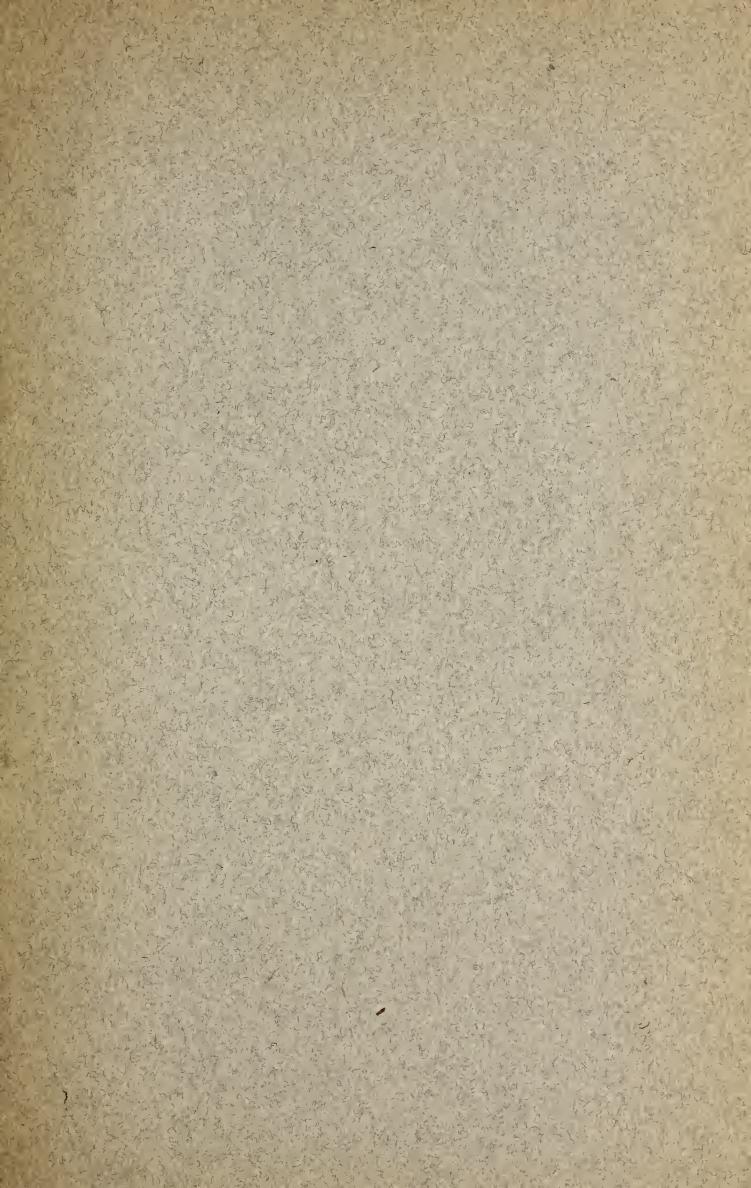
FALK, HARRY 539 W. Eighth St.
FELDMANN, OTTMAR JFirst National Bank, Covington, Ky.
Ferry, Louis B. & O. S-W. Ry.
Fessenden, Fred L The Jarecki Chemical Co.
FISCHBACK, PRISCILLA R
Fisher, Adelaide P
FISHER, TEASDALE
FLEMMING, MILO M Ohio Military Institute
FLYNN, BILLY C Dennis Weiskopf, 317 E. Second St.
FOLLROD, MAYME E The Nobby Tailoring Co.
FORTHMAN, WILLIAM The J. B. Morris Foundry Co.
Frank, William
FRIEDMANN, BENNETT Jesse M. Joseph Advertising Agency
Fuller, Fred W. Earls & Johansing
Funke, Richard H
TONKE, MICHARD II
GATES, TERRY M Cincinnati & Suburban Bell Telephone Co.
George, Ollie Second National Bank
GOOSMANN, FRED H F. H. Goosmann Co.
GRAHAM, BERL G
GREENE, HOWARD SB. & O. S-W. R.R.—C. H. & D. Ry. Co.
Gregson, Anita
GROSSMAN, RALPH Levy & Schild
GUENTHER, FLORA E. J. M. Macdonald
HALLAM, ALICE S
HAND, NELL S
HARGITT, DORA
HARPER, MARY A
HARTSELL, FRANK M
Hausfeld, Edward B J. R. Wood Supply Co.
HEALY, R. A Harkness & Cowing Co.
Heibertshausen, George
HELM, August The Reliance Coal & Coke Co.
HERBORT, HENRY J Second National Bank
HERRMANN, IDA A
HERZFELD, LOUIS M The Krohn-Fechheimer Co.
HESSE, EARLE E Provident Life & Trust Co.
HILLER, CARL A
HOFFMANN, JULIUS J The Rudolph Kleybolte Co.
HOLLENBERG, GEORGE F
HOMAN, CLIFFORD E The White Mfg. Co.
HOOPER, J. CHARLES
HOWE, ALBERT W Joseph Pietzuch Co.
Hueber, John W
HUPPMANN, GEORGE E
Hyde, Bertha M
Jacobs, George C
JOHNSON, PEIRCEJ. Walter Thompson Advertising Co.
JONES, RALPH H Ralph H. Jones Advertising Agency
JONES, RICHARD L
JONES, RUTH
JOSEPH, DAVID B

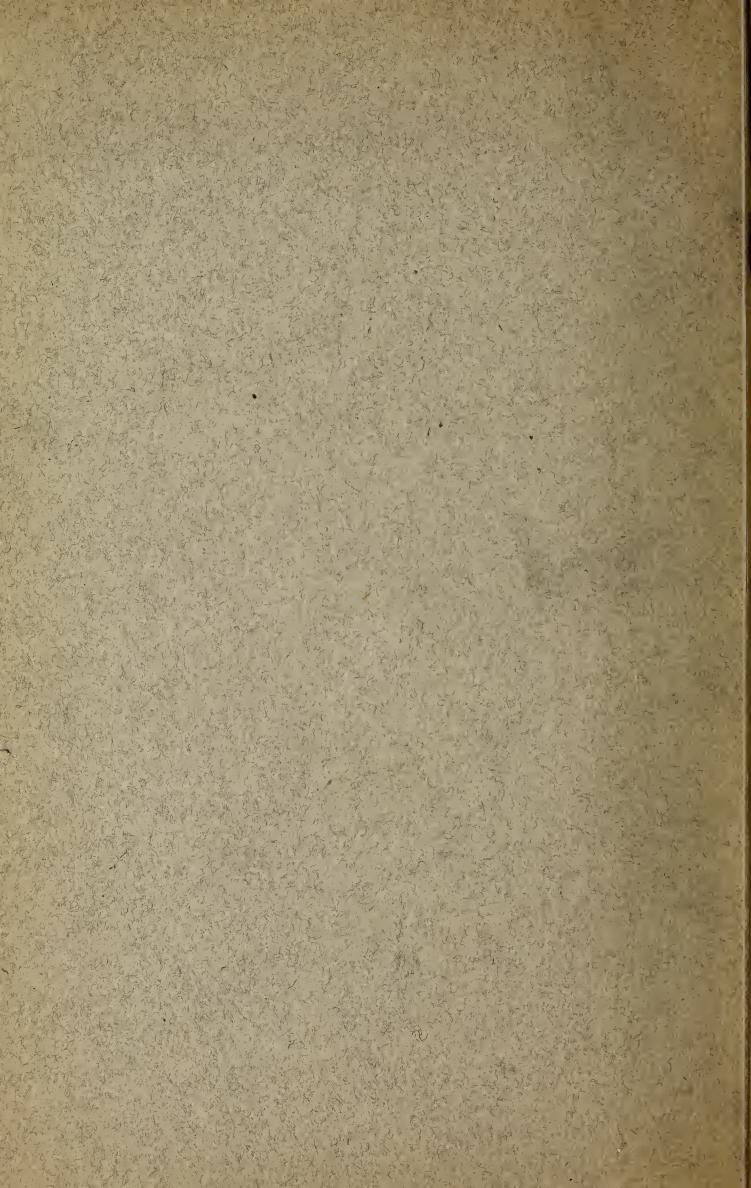
Lammerding, George H. B. & O. S-W. R. R. Co. Laurence, Gordon E. The Globe Soap Co. Lawless, Howard T. Colgate & Co. Leach, Walter R. The Charles Boldt Co. Leibold, Matilda The H. H. Meyer Packing Co. Leiser, Oscar The Columbia Graphophone Co. Lemker, Edward H. Richard Chapman, Engraver Libbert, John C. City of Cincinnati Lipman, Henry The Marmet Coal Co. Long, John J. University of Cincinnati Lord, Lyle C. The Early & Daniel Co. Ludwich, Frederick J. Rankin, Kellog & Crane, Philadelphia, Pa. Ludwig, L. H. The Union Gas & Electric Co.
Lawless, Howard T. Leach, Walter R. Leibold, Matilda The H. H. Meyer Packing Co. Leiser, Oscar The Columbia Graphophone Co. Lemker, Edward H. Richard Chapman, Engraver Libbert, John C. City of Cincinnati Lipman, Henry The Marmet Coal Co. Long, John J. University of Cincinnati Lord, Lyle C. The Early & Daniel Co. Ludwich, Frederick J. Rankin, Kellog & Crane, Philadelphia, Pa.
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LIBBERT, JOHN C. City of Cincinnati LIPMAN, HENRY The Marmet Coal Co. LONG, JOHN J. University of Cincinnati LORD, LYLE C The Early & Daniel Co. LUDWICH, FREDERICK J Rankin, Kellog & Crane, Philadelphia, Pa.
LIPMAN, HENRY
Long, John J. University of Cincinnati Lord, Lyle C. The Early & Daniel Co. Ludwich, Frederick J. Rankin, Kellog & Crane, Philadelphia, Pa.
LORD, LYLE C
LUDWICH, FREDERICK J
Ludwig, L. H The Union Gas & Electric Co.
McCann, Elmer C
McIntire, Walter A
McJoynt, Thomas L
MAIENSCHEIN, CARL F
Manheimer, Milton Nathan Plaut & Son
Mannbeck, George F
Mari, Harriet M. de
MARTIN, HOWARD B
MEYER, ELSA M
MILLER, MARK D Fifth-Third National Bank
MORRIS, RAYMOND S The Fleischmann Co.
MORTON, RUTH D
MOTCH, JESSE McDaniel
MUELLER, HARRY W The George H. Jung Co.
MULLER, MILTON F The Rapid Electrotype Co.
New Far M
NEAL, EARL M. C. C. C. & St. L. Ry.
Neddermann, John L
Newberry, N. W
Oster, Eugene The Ault & Wiborg Co.
PALMER, Ross M The Cincinnati Bickford Tool Co.
PAULI, FRANK F The J. R. Coppin Co., Covington, Ky.
PETTIT, EDWIN W
PIERLE, EDWIN F
Powers, Nixon M F. L. Powers & Co.

RANDALL, THEODORE M First National Bank	ζ
RAU, LESTER C The Cincinnati Abattoir Co	
RICHARDS, HARRY L	
RICHARDS, JAMES S., Attorney	
RIEFLE, FRANK J The Union Central Life Insurance Co	
RIGGS, HAROLD S	
RITCHIE, HARRY T	
ROSENTHAL, MORRIS	
Ross, Frances M Moyer Place, Linwood	1
Royer, Lucile M	•
Sachs, Hyman R	
SAHLFELD, ROBERT A	
SAMMET, ROBERT V	
Schimanski, Frederick W	
Schmid, Robert G. L. M. Prince	
Schuster, C. A. The Fleischmann Co	
SEGAL, HARRY	
SEIBERT, EDWARD A. The Ford Motor Co	
Sexton, Hilary R	
SEYBERT, ROBERT E The Procter & Gamble Co	
SHAFFER, HERBERT, Attorney 97 Carew Bldg	
SHIELDS, L. L	
SIMLICK, W. N The Union Central Life Insurance Co	
SLUTSKY, DORA	
SMITH, HOMER C. The Moores-Coney Co	
Sohn, Jr., J. Edward	
Sortor, A. E	
Sparkes, Leonard W The A.S. Boyle Co	
STACEY, WAYNE The Stacey Bros. Gas Construction Co	
STANLEY, JR., WILLIAM H The Reliance Coal & Coke Co.	
STEWARD, HAROLD	
STICHTENOTH, ERIC W	
STRUBBE, LOUIS H	
STURLA, HARRY L The Fleischmann Co.	
TAYLOR, FRANK F	
THELER, ARTHUR L C. C. C. & St. L. Ry. Co.	
TORBECK, ALPHONSE F The Chatfield & Woods Co.	
TRACY, CAROLINE B	
TRUMBULL, GEORGE W The Allis-Chalmers Mfg. Co.	
Tu, M. L	•
Waters, G. Bain	1
Weber, Edward G	
Weinberg, Joseph	
WERNER, JR., RUDOLPH	
WHITE, WILLIAM J The Higgin Mfg. Co.	
WHITNEY, Tom W Pennsylvania Lines	
WILLIG, LAWRENCE H	
WILSON, ROBERT B The Procter & Gamble Co.	
Wolgroski, Michael F C. C	
WOOD, RAYMOND M L. B. Harrison Hotel	
Wuest, Edward J Wuest's Yarn Store	
ZIMMERMAN, HARRY J	3
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1917/18

UNIVERSITY OF CINCINNATI RECORD

SERIES I, VOL. XIII

APRIL, 1917

No. 2, PART 9

ANNOUNCEMENT OF THE

COLLEGE OF COMMERCE

1917 - 1918



PUBLISHED BY THE UNIVERSITY OF CINCINNATI
CINCINNATI, OHIO

ISSUED QUARTERLY : JANUARY, APRIL, JULY, OCTOBER.

ENTERED AS SECOND-CLASS MATTER MAY 19, 1913, AT THE POST OFFICE AT CINCINNATI, OHIO, UNDER THE ACT OF AUGUST 24, 1912

DEPARTMENTS OF THE UNIVERSITY

The University comprises the following departments:

GRADUATE SCHOOL,

McMICKEN COLLEGE OF LIBERAL ARTS,

COLLEGE FOR TEACHERS,

COLLEGE OF ENGINEERING,

COLLEGE OF MEDICINE (The Ohio-Miami Medical College and the Clinical and Pathological School of the Cincinnati Hospital),

SCHOOL OF NURSING AND HEALTH,
COLLEGE OF COMMERCE,
SCHOOL OF HOUSEHOLD ARTS.

For information regarding the College of Commerce, and for circulars descriptive of the several courses, address:

THE DEAN OF THE COLLEGE OF COMMERCE

UNIVERSITY OF CINCINNATI

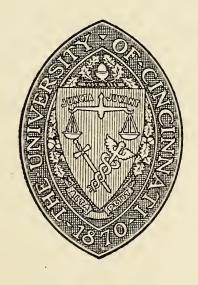
CINCINNATI, OHIO

University of Cincinnati Record

COLLEGE OF COMMERCE

ANNOUNCEMENT FOR

1917-1918



PUBLISHED BY THE UNIVERSITY OF CINCINNATI CINCINNATI, OHIO

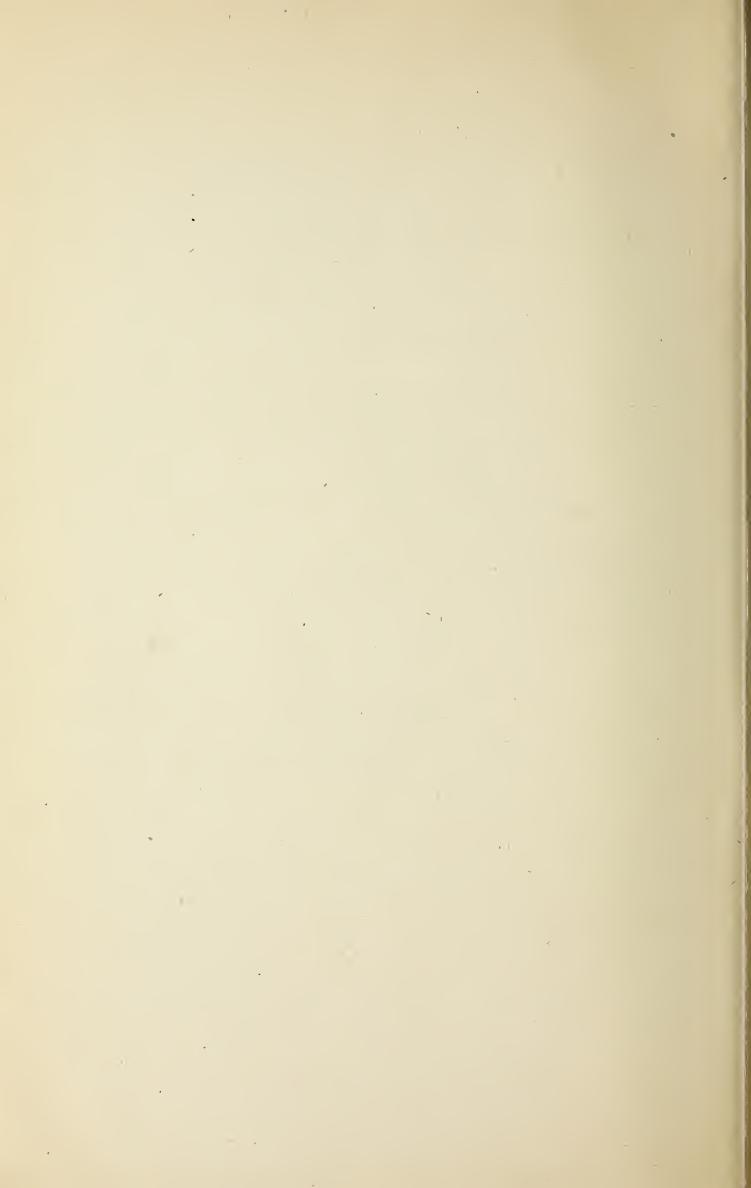


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CALENDAR

1917

Entrance examinations begin SEPT. 13, THURSDAY* Entrance examinations end SEPT. 19, WEDNESDAY Registration begins SEPT. 20, THURSDAY, 7:30† SEPT. 22, SATURDAY, 4:00 P.M. Registration closes Opening convocation in McMicken SEPT. 22, SATURDAY, 8:00 P.M. Hall Classes begin SEPT. 24, MONDAY Nov. 28, Wednesday Thanksgiving recess begins Classes resumed DEC. 3, MONDAY Recess from December 24, 1917, to January 8, 1918, Inclusive

1918

JAN.	9, Wednesday	Classes resumed
Г ЕВ.	22, Friday	Washington's Birthday: a holiday
May	30, Thursday	Memorial Day: a holiday
June	14, Friday	Session ends
June	15, Saturday	University Commencement Day

^{*}On entrance examination days, the office will be open at the following hours: 9:00-12:00 A.M.; 2:00-4:00 P.M.; other times by appointment.

[†]On Thursday and Friday (Sept. 20 and 21), the office will be open at the following hours: 9:00-12:00 A.M.; 2:00-4:00 P.M.; 7:30-9:30 P.M. Saturday, 9:00-12:00 A.M.; 2:00-4:00 P.M.

FACULTY

- CHARLES WILLIAM DABNEY, Ph.D., LL.D., PRESIDENT OF THE Office, 10 McMicken Hall.

 UNIVERSITY
- *Frederick C. Hicks, Ph.D., Professor of Economics and Commerce Office, 21 Hanna Hall.
- JOHN C. DUNCAN, Ph.D., Professor of Administration and Accountancy Office, 15 Hanna Hall.
- HOWARD P. WARREN, B.S., M.C.S.,.. Assistant Professor of Finance Office, 22 Hanna Hall.
- NATHAN ISAACS, Ph.D., LL.B.,.....Lecturer on Commercial Law Professor of Law, Cincinnati Law School.
- HAZEL B. LINGO, Assistant in Accountancy Office, 15 Hanna Hall.

STAFF LECTURERS

- HARVEY M. MANSS, A.B., Lecturer on Advertising Of The J. Walter Thompson Advertising Company.

- GUY M. FREER, B.C.S., Lecturer on Transportation Manager, Traffic Department, Cincinnati Chamber of Commerce.
- WILLIAM SIMPSON GROOM, Lecturer on Transportation Traffic Manager, The Whitaker Paper Company.
- JAMES DYSART MAGEE, Ph.D., Lecturer on Insurance Assistant Professor of Economics.
- G. A. AERTS, Lecturer on Foreign Trade Export Manager, The Rudolph Wurlitzer Company.
- HOWARD L. BEVIS, A.B., LL.B., Lecturer on Commercial Law 415 First National Bank Building.

^{*}Absent on leave, 1917-18.

- BERL G. GRAHAM, Lecturer on Accounting With Gano and Cherrington, Certified Public Accountants.
- ERIC W. STICHTENOTH, Lecturer on Advertising Vice-President, The Ralph Jones Company.
- L. H. Gray, Lecturer on Salesmanship With The Procter & Gamble Company.

SPECIAL LECTURERS, 1915-1916

L. A. Bauer, of The Krohn Fechheimer Company

Henry C. Bentley, Attorney-at-Law

George W. Cleveland, Manager, Cincinnati Fire Prevention Bureau

Robert A. Crockett, of The J. Walter Thompson Company

Sidney J. Eisman, Sales Manager, The Charles Meiss Shoe Company

James Fogarty, Purchasing Agent, The Kroger Grocery and Baking Company

Levi C. Goodale, of the Bradstreet Mercantile Agency

Guido Gores, Attorney-at-Law

J. A. Green, The Matthew Addy Company

Charles Theodore Greve, Referee in Bankruptcy

E. E. Hardcastle, Actuary, The Union Central Life Insurance Company

Hon. H. M. Hoffheimer, Attorney-at-Law

Jesse M. Joseph, of the Joseph Advertising Service

H. N. Lape, Sales Manager, The Julian & Kokenge Company

O. S. Larkby, Assistant Secretary, The Edwards Manufacturing Company

Samuel Mayer, of The Isaac Faller's Sons Company

W. B. Mente, Attorney-at-Law

Lem Miller, Attorney-at-Law

Edward Moulinier, Attorney-at-Law

John L. Richey, Secretary, Cincinnati Association of Credit Men

W. P. Rogers, Dean, Cincinnati Law School

Murray Seasongood, Attorney-at-Law

John L. Shuff, of The Union Central Life Insurance Company

George H. Shepherd, City Salesman, The National Cash Register Company

Bryant Venable, of The Procter & Collier Company

ADMINISTRATIVE OFFICERS

- JESSE FEIRING WILLIAMS, A.B., M.D., .. Director of the Gymnasium Gymnasium Building.
- Daniel Laurence, B.S., Secretary of the University Office, 4 McMicken Hall.
- CHARLES ALBERT READ, A.B.,....Librarian of the University Library Van Wormer Library Building.
- THOMAS L. McJoynt, LL.B.,....Secretary, College of Commerce Office, 20 Hanna Hall.

GENERAL STATEMENT

The College of Commerce has been organized for the purpose of supplying scientific instruction in the fundamental principles and practices of commerce with a view to increasing the efficiency of those who contemplate engaging in business or who have already entered upon such a career. It was established in 1906 as a separate institution, largely the outgrowth of evening classes held under the patronage of the Cincinnati Chapter of the American Institute of Banking, and became a part of the University in 1912.

The time has come when it is worth while for the young man who desires to achieve success in a business career to begin by learning what the experience of others has to teach. The saving of waste is an important element in modern industry. It is in keeping with this idea that the wasteful method which requires business men to learn everything anew for themselves through their own experience should give place to a system which provides opportunity for each generation to know the results of the efforts of the preceding generation. It is thereby enabled to start somewhat in advance of where its predecessor did, and so to attain larger results.

There are, of course, many phases of business which every man must learn for himself, but business experience has developed principles and methods of procedure which can be taught. Moreover, these principles and methods have become so far standardized as to constitute a useful foundation upon which to build the experience of the individual.

In this respect, an interesting parallel may be drawn between preparation for the legal and medical professions, on the one hand, and preparation for a commercial career, on the other. Not very many years ago it was believed that training for law could best be secured in the office of a practicing attorney, and training for medicine, in the office of a physician. Today, those desiring to enter these professions avail themselves of the facilities offered by the colleges of law and of medicine. None of these colleges professes to qualify its graduates to become at once leaders in their respective fields. To their college training must be added practical experience. Yet few, if any, now question that the preparation afforded by such institutions makes possible more rapid progress in the practice of those professions and, what is even more important, a far greater ultimate achievement.

In like manner, colleges for commercial training do not undertake

to turn out ready-made captains of industry, but they do expect to assist in laying a foundation which, when combined with the training of practical experience, will enable the business man to attain larger results.

ADMISSION

Students are admitted to the College of Commerce (A) as candidates for a degree, (B) as candidates for a certificate, or (C) as special students, on the following conditions:

(A) Candidates for a degree

- (1) Satisfaction of the regular entrance requirements to the College of Liberal Arts.
- (2) Completion of two years of pre-commercial work in the College of Liberal Arts, consisting of either
 - (a) Forty credit hours* and two years approved business experience, or
 - (b) Sixty credit hours.

(B) Candidates for a certificate

Satisfaction of the regular entrance requirements to the College of Liberal Arts.

(C) Special students

- (1) Attainment of the age of twenty-one years.
- (2) Proof of qualification to pursue profitably the work desired.

Anyone who, after entering, becomes a candidate for a degree, will receive credit for all courses satisfactorily completed.

All students are amenable to the same regulations in matters of class work, examination, discipline, and other University requirements.

Applications for admission should be addressed to the Dean of the College of Commerce, University of Cincinnati, Cincinnati, Ohio.

The college credit hours must include the following:

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English Composition	. 4	credit	hours
Economics	.4	"	"
Economic History	. 4	"	"
Railroads			44
Labor			"
Commercial Geography			44
Statistics	4	"	"
Business Psychology			"
Mathematics			"
Public Speaking			
Ethics		"	"
Common Franch or Chanish	8	••	••
German, French, or Spanish			
Other approved courses			

^{*}A credit hour is one recitation hour a week carried through a semester or half year.

REGISTRATION

Registration in 1917 will begin on Thursday, September 20, and close on Saturday, September 22. On Thursday and Friday the office will be open as follows: 9:00-12:00 A.M., 2:00-4:00 P.M., 7:30-9:30 P.M.; and on Saturday, 9:00-12:00 A.M., 2:00-4:00 P.M.

No person will be admitted to any course after the beginning of class work, unless a good and sufficient excuse for not entering at the prescribed time be presented to the Dean; and in no event will any person be permitted to enter after the close of the third week of class work. In accordance with this regulation, no person will be admitted to the work of 1917-18 after October 13, 1917.

FEES

(a) TUITION

In the College of Commerce	Residents of Cincinnati	Non- residents*
For full year's work of five courses	\$50 00	\$75 00
For each two-hour course, per year		20 00
In the College of Liberal Arts Evening classes† For each two-hour course, per year	Free	20 00
(b) OTHER FEES		
Registration	\$ 5 00	\$ 5 00
Contingent (when more than six hours per	•	
week are taken)	None	5 00
Diploma	5 00	5 00
Late registration	1 00	1 00
Special examination	1 00	1 00

All fees must be paid *in advance* to the Clerk of the Board of Directors at the time of registration.

No University fees are refunded.

^{*}Non-residents who entered prior to 1916 are entitled to same scale as residents. †For tuition in day classes and special rate to teachers, consult the announcement of the College of Liberal Arts.

PLAN OF INSTRUCTION

The course of study is planned to combine theory and practice. The classes meet in the evening in order that all students, both regular and special, may be permanently employed throughout the day. No student is allowed to take more than ten hours of class work a week.

DEGREE COURSE

The course leading to the degree of Bachelor of Commerce requires three full years for its completion. The work consists of three parts: the first, composed of class work; the second, of business practice; and the third, of the preparation of a thesis.

- Class work.—During the first year, the student gives his attention to a group of fundamental subjects, a general knowledge of which is important in all kinds of commercial activity. These are:

Marketing
Elements of Business Administration
Principles of Accounting
Elements of Finance
The Legal Relation of Buyer and Seller

The second year's work consists, in part, of additional fundamental subjects and, in part, of courses selected with reference to the special field for which the student desires to prepare. The required courses during this second year are:

Insurance
The Legal Relation of Debtor and Creditor
Barometrics of Business

In addition to these, the student selects, subject to the approval of the faculty, two two-hour courses.

The subjects in the third year are elective, in order that the student may, if he so desires, confine his attention to a special field. All selections of courses are made subject to the approval of the faculty.

Business Practice.—Throughout the three years, the student is expected to be in business and to carry on, under the supervision of the faculty, a carefully planned study of the business in which he is engaged. This will involve regular reports and conferences. Failure to meet successfully the practical demands of business will debar the student from continuing as a candidate for a degree.

Thesis.—In his Senior year the student must prepare a satisfactory thesis relating to the business in which he has been engaged, with special reference to the application thereto of the subjects studied in the College of Commerce. The paper must show that the writer has the ability not only to gather data, but also to correlate and apply the same in solving commercial problems.

CERTIFICATE COURSES

The Certificate Courses require eight hours of class work a week for three years for their completion. They are designed to prepare the students for particular fields of business, e.g., Business Administration, Accounting, Advertising and Selling, Banking and Finance, Credits and Collections, Foreign Trade, and Traffic Management.

In each of these courses the entire first year and part of the second are devoted to fundamental subjects. As the student progresses, he takes up the more special subjects which meet his particular needs.

The following groups of Certificate Courses have been planned by the faculty. Courses in italics are offered in the evening classes in the College of Liberal Arts.

Business Administration

FIRST YEAR: Economics, English Composition, Analytical Accounting, Constructive Accounting.

SECOND YEAR: Business Psychology, Legal Relation of Buyer and Seller, Marketing, Cost Accounting.

THIRD YEAR: Industrial Management, Law of Business Organization, Business Administration, Elements of Finance.

Accounting

FIRST YEAR: Economics, English Composition, Analytical Accounting, Legal Relation of Buyer and Seller.

SECOND YEAR: Business Administration, Advanced Accounting Problems, Law of Business Organization, Constructive Accounting.

THIRD YEAR: Cost Accounting, Auditing, Legal Relation of Debtor and Creditor, Corporation Finance.

Advertising and Selling

FIRST YEAR: *Economics*, Analytical Accounting, Legal Relation of Buyer and Seller, Marketing.

SECOND YEAR: English Composition, Business Psychology, Advertising in Modern Merchandising, Salesmanship.

THIRD YEAR: Elements of Finance, Foreign Trade, Business Administration, Problems in Advertising.

Banking and Finance

FIRST YEAR: Economics, English Composition, Analytical Accounting, Legal Relation of Buyer and Seller.

SECOND YEAR: *Money and Banking, *(one elective), Legal Relation of Debtor and Creditor, Elements of Finance, Investments.

THIRD YEAR: Banking, Corporation Finance, Barometrics of Business, (one elective).

Credits and Collections

FIRST YEAR: Economics, English Composition, Analytical Accounting, Legal Relation of Buyer and Seller.

SECOND YEAR: Legal Relation of Debtor and Creditor, Elements of Finance, Credits and Collections, Barometrics of Business.

THIRD YEAR: Law of Business Organization, Advanced Accounting Problems, Problems of Credit Department, (one elective).

Foreign Trade

FIRST YEAR: Economics, English Composition, Analytical Accounting, Salesmanship.

SECOND YEAR: Commercial Geography, Legal Relation of Buyer and Seller, Traffic Management, Elements of Finance.

THIRD YEAR: Legal Relation of Debtor and Creditor, Foreign Trade, Marketing, Advertising in Modern Merchandising.

Traffic Management

FIRST YEAR: Economics, English Composition, Analytical Accounting, Legal Relation of Buyer and Seller.

SECOND YEAR: Business Administration, Traffic Management, Legal Relation of Debtor and Creditor, Barometrics of Business.

THIRD YEAR: *Railroads, *Money and Banking, Problems of the Traffic Manager, Law of Business Organization, Marketing.

^{*}Half-year courses.

SPECIAL COURSES

Persons desiring to take less work than is required in the courses above mentioned may do so, provided they meet the entrance requirements for special students.

Facilities will be provided for those desiring to prepare for state examinations for public accountant certificates. For requirements in Ohio see Sections 1370 to 1379 of The General Code of Ohio.

EVENING ACADEMIC COURSES

The University of Cincinnati offers also evening academic courses, which are open to students in the College of Commerce. For detailed information concerning these courses, address the Supervisor of Evening Courses. •

SCHOLARSHIPS

The American Institute of Banking Scholarship is awarded annually to a member of the Cincinnati Chapter of the American Institute of Banking, upon the nomination of the Chapter, subject to the approval of the President of the University and the Dean of the College of Commerce. This scholarship exempts the holder from the payment of the College of Commerce tuition fee.

The Cincinnati Association of Credit Men will give a free scholarship each year, in the course in Problems of the Credit Department, to the student who makes the best general showing in the first year course in Credits and Collections.

COMBINED ACADEMIC AND COMMERCE COURSE

LEADING TO THE DEGREE OF BACHELOR OF SCIENCE

The Colleges of Liberal Arts and of Commerce have established a course which will enable students to obtain the Degree of Bachelor of Science upon the completion of four year's work. (Students taking all of their academic work in the evening session of the College of Liberal Arts can complete the course in five years.)

The entrance requirements to this course are those of the College of Liberal Arts of the University of Cincinnati as described in the Announcement of that College.

The college requirements for this degree consist of 60 credits in the College of Liberal Arts and 60 credits in the College of Commerce, as follows:

IN THE COLLEGE OF LIBERAL ARTS

The 60 credits in the College of Liberal Arts shall include at least: First year

4 credits in English Composition

4 " " Economics

4 " " Mathematics

4 " " Economic History or Commercial Geography

Second year

2 credits in Railroads

2 " Money and Banking

4 " " Statistics

4 " Business Psychology

4 " Commercial Geography or Economic History

Economic History and Commercial Geography are given in the evening classes in alternate years; both are required.

In addition to the above subjects, the student must complete at least eight credit hours in Public Speaking, Ethics, German, French, or Spanish. The remaining 20 credits in the College of Liberal Arts are elective.

No student may count towards these 60 credits more than 24 credits marked "D" or "poor", nor more than 6 credits marked "D" or "poor" in any one semester. This restriction, however, shall not operate to prevent his counting courses so marked toward the completion of his "prescribed" work. Any student who receives "D" or "poor" in more than six hours of work in any one semester must take an equal additional number of hours in an elective approved by the Dean of the College of Liberal Arts, and pass in such electives with a grade of "C" or over, in order to be eligible for the degree of B.S.

IN THE COLLEGE OF COMMERCE

Of the 60 credits in the College of Commerce, 40 shall be for the courses of the first two years as described in the Announcement of the College of Commerce (see p. 12) and 20 for the supervised study of business practice as described in the Announcement under "Business Practice" (p. 24).

For further information, address the Dean of the Colle ge of Liberal Arts.

SCHEDULE OF COURSES

NOTE.—The abbreviations and numbers in parenthesis refer to descriptive paragraphs under the several department headings. All College of Commerce classes meet either from 6:15 to 8:00 P.M., or from 8:00 to 9:45 P.M. The Evening Classes in the College of Liberal Arts meet from 5:00 to 7:00 P.M. and from 7:30 to 9:30 P.M. The Liberal Arts courses required of degree and certificate students in the College of Commerce appear in the following schedule in italics.

Liberal Arts Commerce	5:00 to 7:00 6:15 to 8:00	7:30 to 9:30 8:00 to 9:45
MONDAY	Statistics Industrial Management (Admin. 2) Principles of Constructive Accounting (Acctey. 2) Marketing (Mktg 1)	Ethics Principles of Accounting (Acctey. 1) Investments (Fin. 3) Advertising (Mktg. 5) Problems in Advertising (Mktg. 6)
TUESDAY	English Composition (Sec. ii) Cost Accounting (Acetcy. 4) Law of Business Organization (Com'l Law 3) Barometrics of Business (Mktg. 2)	Public Speaking Advanced Accounting (Acctcy. 3) Legal Relation of Buyer and Seller (Com'l Law 1)
WEDNESDAY	Economic History Commercial Geography Elements of Business Administration (Admin. 1) Corporation Finance (Fin. 4)	Mathematics Railroads and Labor Auditing (Acetcy. 5) Credits and Collections (Fin. 5)
THURSDAY	Elements of Finance (Fin. 1) Insurance (Fin. 7)	Economics English Composition (Sec. i) Business Psychology Legal Relation of Debtor and Creditor (Com'l Law 2) Banking (Fin. 2) Life Insurance Salesmanship (Mktg. 7)
FRIDAY	Problems of Traffic Manager (Admin. 6)	Traffic Management (Admin. 5) Foreign Trade (Mktg. 3) Salesmanship (Mktg. 4) Problems of Credit Department (Fin. 6)

COURSES OF INSTRUCTION

ADMINISTRATION AND ACCOUNTANCY

A. ADMINISTRATION

- 1. Elements of Business Administration.—This course is designed for the person who looks forward to being a business executive. It opens with a discussion of the factors which make for success in any kind of an enterprise, viz., location, lay-out and arrangement of plants, structure of buildings, internal organization, management and selling. The course considers the relationship that should exist between the different expenses in different kinds of enterprises, viz., materials, wages, operating charges, selling and administrative expenses. Coincident with the discussion of these factors, the student is shown how to analyze the accounting data so as to localize weaknesses in all of the administrative divisions of concerns. He is also shown how to make reports and present data to executives, so that they may see the actual business conditions of the enterprise as a whole and in all its parts. W., 6:15-8:00.
- [2. Industrial Management and Administration.] The first part deals with the detailed problems of factory organization management. In the second part are considered the detailed problems of the executive and administrative officials, their relations to the production, distribution, and administration departments, the trade and the general public. M., 6:15-8:00.

Prerequisite: Elements of Business Administration.

Omitted in 1917-18.

5. Traffic Management.—The object of this course is to fit the student for the actual work of handling the traffic problems that arise daily in the transaction of business.

The work carried on in the class room is designed to imitate in every detail the actual traffic work in a large office of a railway or business organization. Each student is supplied with a file of tariffs, and in conjunction with the current Official Classification these are used in the solution of various problems in rates, rules, routes, privileges, and the like.

Supplementary lectures are given at intervals by prominent officials of railways and of other business organizations. F., 8:00-9:45.

6. Problems of the Traffic Manager.—This course is designed to equip the student for the handling of the higher traffic problems.

It deals with the Federal Act to Regulate Commerce, its subsequent amendments, the conditions of the bill of lading, and the interpretation placed upon the same by the courts. The Conference Rulings of The Interstate Commerce Commission and many of the Commission's decisions are considered.

It treats of the various systems and theories of rate making, and the factors entering into the making of classifications and freight rates. F., 6:15-8:00.

This course is open to those who have completed the course in Traffic Management and to others whose experience affords sufficient preparation therefor.

B. ACCOUNTANCY

- 1. Principles of Accounting.—This course is the foundation of all work in accounting. The student is made familiar with the accounting of the various types of business organizations, individual, partnership, and corporation. He is also shown how to construct and analyze the Income and Expense Statement and Balance Sheet and is familiarized with the accounts of ordinary mercantile and industrial concerns. Lectures and problems, M., 8:00-9:45.
- 2. Principles of Constructive Accounting.—The student is shown how to design accounting books and forms with the object of making the greatest possible savings in bookkeeping and clerical work. He is familiarized with various mechanical devices for saving time and labor and is shown how to employ them in accounting practice. He is also shown how to prepare copy for the printer and blank book maker. M., 6:15-8:00.
- 3. Advanced Accounting.—This is a problem course in which is considered the handling of capital, revenue, good-will, treatment of bad debts, suspense, maintenance and depreciation reserves and sinking funds, contingent funds, secret reserves, and the like. It will further consider dissolution of partnership, organization of corporations and holding companies, realization, liquidation, insolvency, and special topics like executor accounts and insurance accounts. Lectures and problems, Tu., 8:00-9:45.

Prerequisite: Accountancy 1.

4. Cost Accounting.—This course takes up the subject of designing and installing accounting systems for different kinds of mercantile, manufacturing, and financial enterprises. As one of the exercises the student is required to work out a complete cost system for a factory from given original data. He is also shown

how to draw up instructions to bookkeepers and others who must operate the accounting systems installed. Tu., 6:15-8:00.

Prerequisite: Accountancy 1.

5. Auditing.—Discussion of the duties and responsibilities of an auditor; the kinds of audits that can be made and the value of each; the auditor's report, what it should contain; his certificate, its value; the preparation of audit reports. Lectures and problems, W., 8:00-9:45.

Prerequisite: Accountancy 3.

COMMERCIAL LAW

- 1. The Legal Relation of Buyer and Seller.—In this course the relation of buyer and seller is traced to its origin in contract. The place of the contract in business is then examined, after which the general subject of contracts is studied at length. Especial attention is given to the contract of sale. The principal divisions are: offer and acceptance; parties; the consideration or price; formalities; legality of the object (with references to criminal law and torts); the reality of the consent, that is, the absence of fraud, mistake, undue influence, and duress; conditions and warranties; misrepresentations not amounting to fraud; implied terms in special contracts; interpretation, construction, and operation of contracts; discharge of contracts by operation of law and by act of the parties. The case method is used. Tu., 8:00-9:45.
- 2. The Legal Relation of Debtor and Creditor.—This course begins with the rights of an unpaid seller. It proceeds to show how the protection of the creditor's rights in law has contributed to the evolution of the credit system, and how with the growth of that system, new means to safeguard the creditor have been provided. These include the means provided by law for subjecting a debtor's property to the payment of his debts, and contractual provisions for security as in the cases of liens, mortgages, guaranty, and surety-ship. The second half of the course is devoted to the law of commercial paper under the following heads: nature, characteristics, and place in business life; form; negotiation; the implied terms of the maker's and acceptor's contract; the implied terms of the drawer's and indorser's contract. Selected cases. Th., 8:00-9:45.

Prerequisite: Commercial Law 1.

3. The Law of Business Organization.—This course deals with the relation between master and servant, the relation between principal and agent, the partnership relation, and, finally, the corporation. These taken together from a series of internal business

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relations. The history of these relations, as they have developed from each other in the order named, is traced in outline to show the function of the law as a cementing force in the business structure. Under each set of relations the following topics will be studied: the formation of the relation; the mutual rights and obligations of the parties; the rights and obligations of third parties; and the dissolution of the relation. Lectures, selected cases, and students' reports. Tu., 6:15-8:00.

Prerequisite: Commercial Law 1.

FINANCE

1. The Elements of Finance.—The financial operations of a business are studied. The purpose of this course is to present the various phases of business financiering so that the student may understand their essential characteristics, the mutual relations existing between them, and the significance of each to the business as a whole. Following this fundamental course are others which afford opportunity for the more detailed study of each of the several phases of finance.

The subjects included in this course are: the nature and function of credit in modern business; banking relations, including a consideration of the nature of domestic and foreign exchange; financial practice and problems of corporations; the nature and use of commercial paper; and investments and their relation to general business. Th., 6:15-8:00.

- 2. Banking.—This course teaches the functions and methods of modern banks. There will be included a description of the organization and various departments of banks; national and state banks; savings banks and trust companies; discounts and deposits; the various forms of bank paper, drafts, certificates of deposit, letters of credit, and others; and foreign exchange. The leading banking systems will be compared and the problems of modern banking considered. Th., 8:00-9:45.
- 3. Investments.—The fundamental principles underlying the correct investment of funds are discussed under the following headings: distribution of risk and selection in accordance with requirements, involving a consideration of safety of principal and interest; convertibility; stability of market price; regularity of income; prospect of appreciation in value; convenience and freedom from care, and the like.

The various kinds of investments will be described and their distinguishing characteristics compared; municipal, railroad, public

service, corporation, irrigation, timber, and other bonds, stocks, of railroads, and of large and small corporations; listed and unlisted securities; real estate mortgages and real estate; savings bank deposits; and life insurance. Railroad and corporation reports will be analyzed from the investor's standpoint.

The course will include also consideration of the functions of the dealers in investment securities; the underwriting houses and the stock brokers; the stock market, the mechanism of the stock exchange, speculation; the money market; and panics and crises in their relation to investments. M., 8:00-9:45.

- 4. Corporation Finance.—The subject is viewed from the standpoint of the directors of a corporation. The principal topics considered are: laws and conditions of incorporation; the work of the promoter; underwriting syndicates; forms of securities employed; the accumulation of surplus, and the provision for new capital; watered stock; amortization; the corporate history of representative trusts; the relation of shareholders, creditors, and the general public to corporation finance; the nature and purpose of state regulation. W., 6:15-8:00.
- 5. Credits and Collections.—Credit is the foundation of modern exchanges. The course begins with a consideration of the relation of the credit system to the organization of the present day commercial world. Following this the subject is presented from the standpoint of the credit man. It includes a study of banking credit, personal credit, and mercantile credit.

The following subjects are studied: credit instruments; the organization and technique of the credit department; the source of credit information; the analysis of credit information and financial statements; the work of associations of credit men, including exchange bureaus, and adjustment bureaus; legal problems of credit, such as concern bankruptcy and insolvency. W., 8:00-9:45.

[6. Problems of the Credit Department.] The aim of this course is to cover comprehensively the larger problems pertaining to the work of the credit department. It is given by a group of men who have become authorities in their respective lines of work. Opportunity will be afforded for the general discussion of credit problems.

The subjects considered are: the importance of credit education; the proper analysis of credit information; mercantile agencies; commercial law in its bearing upon the work of the credit department; banking; problems of business policy; the fundamental business conditions of the country as they affect the credit risks. F., 8:00-9:45.

This course is open to those who have passed in Finance 5 and to experienced credit men.

Omitted in 1917-18.

7. Insurance.—The following subjects will be discussed in this course: life insurance, casualty insurance, marine insurance, credit indemnity, surety insurance, and fire insurance. Th., 6:15-8:00.

MARKETING

[1. Marketing.] The subjects discussed are: the nature of value and exchange; determination of market price; assembling, storage, and distributive methods in such industries as sugar, cotton, wheat, wool, and tobacco; markets for and distributive methods in the textile, shoe, furniture, and tool industries; the work of produce exchanges; warehouse and elevator systems; coöperative marketing; chain stores; trademarks; and price-maintenance. M., 6:15-8:00.

Omitted in 1917-18.

[2. Barometrics of Business.] This course is a study of the phenomena that are commonly regarded as signs of the trend of business activity, and of the various plans of combining them with a view of forecasting business conditions. Among the most important of the subjects to be considered are commodity prices, bank clearings, loans and discounts, crop and metal statistics, foreign trade, gold movements and money rates, investment conditions, railroad conditions, and business failures. Special attention will be given to crises and depressions. Tu., 6:15-8:00.

Omitted in 1917-18.

3. Foreign Trade.—The work in this course is divided between European trade and Latin American trade. As an introduction, a study is made of the principles and mechanism of international exchange.

Attention is directed to such problems as transportation facilities and costs, credit policies, collections, banking facilities, export and import agencies, and commission houses. The commercial methods of the textile, shoe, flour, and similar industries are studied in detail.

The trade conditions of South America are analyzed in a similar way. The economic resources and needs of the country, the manners and customs of its people, and the commercial policies pursued by Europeans are studied as a basis for plans to increase our trade with the Latin American nations. F., 8:00-9:45.

4. Salesmanship.—The student takes up in detail the following subjects: nature, distribution, and elasticity of human wants;

effective demand as influenced by income, social class, and custom; the technique of selling,—the approach, exposition, and persuasion; qualities of the salesman; the organization and equipment of a sales department; plans for a sales campaign; advertising and sales; credits and sales; records of sales and selling costs. In the latter half of the course, salesmen from representative commercial establishments of Cincinnati will address the class and conduct sales demonstrations. F., 8:00-9:45.

- 5. Advertising in Modern Merchandising.—This course will outline the theory of advertising and apply it to modern business. It will include: analysis of the product and field, psychology of advertising, various kinds of copy and the place to use each, layouts, mail order advertising, house organs and catalogues, letters and follow-up, trade paper advertising, the distribution of population and advertising media, advertising as a business. M., 8:00-9:45.
- 6. Problems in Advertising.—This course is intended primarily for those who have satisfactorily completed the first year course in advertising, but is also open to those who are in the advertising business. A special examination will be required of the latter.

The first four months of the year will be devoted to the analysis of the advertising and merchandising problems of two or three hypothetical business propositions and the building of plans, copy, and other material, based on these analyses.

During the remainder of the year, each student will concentrate on the intensive study of his individual business, covering (a) an exhaustive analysis of the product, market, and other factors bearing on distribution and sale, (b) a constructive plan for advertising and selling, and (c) actual preparation of copy, layouts, and the like, to be used in the various media recommended in the plan. M., 8:00-9:45.

7. Life Insurance Salesmanship.—This course consists of a series of lectures on the following general subjects: forms of insurance, medical selection, life insurance law, securing prospects, art of speech making, qualifications of salesman, psychology, approach, creating desire, meeting objections, closing, sales demonstrations. Th., 8:00-9:45.

STUDY OF BUSINESS PRACTICE

First year.—The work of the first year consists of two parts:
(a) a study of the general character of the business in which the student is employed and (b) a study of the student's relation to the particular business unit in which he works.

In the first part, attention is given to the history of the trade;

its literature; economic geography, with special reference to raw materials and markets; its relation to industry in general, both domestic and foreign; and the relative positions of manufacturers, jobbers, retailers, factors, brokers, and consumers.

In the second part, consideration is given to the student's contract of employment; his duties; the educational value of his position; methods of selecting, supervising, and advancing employees, especially as related to the student's advancement; and methods of checking work and testing efficiency.

Second year.—During the second year a study is made of the organization and administration of the business unit in which the student is employed, and its general business relations.

Third year.—The third year is devoted to a study of problems that arise in the special field for which the student is preparing.

PRE-COMMERCIAL COURSES

The pre-commercial courses are offered by the College of Liberal Arts in evening classes as follows:

- 232. Economics.—Includes the study of (1) the elements of economics: wealth, value, price, competition, monopolization, production, and distribution; (2) evolution of industry from local organization and control during the Middle Ages, through nationalism and the industrial revolution, to modern conditions; and (3) the leading economic problems of today. Th., 7:30-9:30.
- 233. Economic History.—A study of industrial development since the tenth century, including the economic history of the United States. Subjects considered: the local industry of feudalism, the manorial and guild systems; the rise of nationalism; the colonial policy and national regulation of industry under the mercantile system; the industrial revolution, 1750-1850; and the distinguishing features of the complex and highly developed economic organization of modern times. W., 5:00-7:00.
- 230. Commercial Geography.—A study of the leading articles of commerce, including both raw materials and manufactured products, their character and relative importance, the principal sources of supply, and their distribution in the world's markets. W., 5:00-7:00.
- 231. Statistics.—The principles of the statistical method and their application to social and economic problems. M., 5:00-7:00.
- 234a. Railroads.—This course includes a study of the place of transportation in economic development; a brief description of the early technical development of the railroad; a history of the rail-

road development in the United States; and a discussion of the problem of governmental regulation of railroads. *First semester* W., 7:30-9:30.

Prerequisite: Economics.

[235a. Money and Banking.] The elementary principles of money and banking are considered, together with the monetary history of the United States. In the discussion of banking, the history of the United States is treated in some detail. In the case of Germany, France, and England, the history is outlined briefly and the present situation discussed more fully. First semester, W., 7:30-9:30.

Prerequisite: Economics.

Omitted in 1917-18.

- 235b. Labor.—The development of the Trade Union; forms of organization and federation; aim and policies of Trade Unions; legal aspects of Unionism; governmental regulation of working conditions; employers' associations; methods of industrial peace. Second semester, W., 7:30-9:30.
- 230. English Composition.—This course presents a general survey of the principles of English composition and endeavors to enforce them by practice in writing. A certain amount of reading in English literature is also required.

Sec. I, Th., 7:30-9:30.

Sec. II, T., 5:00-7:00.

- 233. Public Speaking.—Control of the voice and body, correct enunciation, and practice in effective expression. T., 7:30-9:30.
- 240. Algebra—Trigonometry.—Selected portions of algebra and the elementary Theory of Equations. Ashton and Marsh, College Algebra. Trigonometry: Rothrock, Trigonometry. W., 7:30-9:30.
- 222. Ethics.—An outline of the history of morality, the theory of the moral life, and a study of the moral problems of the political and economic organization of society. M., 7:30-9:30.
- 231. Business Psychology.—A course in the applications of psychology to business enterprises such as those of advertising and selling, industrial management, personal efficiency, and vocational guidance. Th., 7:30-9:30.

Modern Languages.—The College of Liberal Arts offers evening courses for those desiring to secure a commercial knowledge of German, French, or Spanish.

COLLEGE OF COMMERCE STUDENTS

1916-17

ABRAMS, SIDNEY	The Big Store
Ach, Laurence R	
AILLS, CHARLES A	
ALEXANDER, HARRY	_
ALLEN, JAMES R.	
ALTER, LUCIEN W. S.	
ANDERS, CHARLES R.	
Anderson, Charles W	
ANGEBRANDT, WALTER J	
ARMLEDER, JOHN	
ARMLEDER, JOHN	The Onlo National Life Insurance Co.
Barnes, Herman L	The Reliance Coal and Coke Co.
BARNETT, LELAND M	
Bass, William R.	
BAUER, ELMER J.	
BECKER, FRED J.	
BECKER, H. P.	_
BECKER, JOHN	
BECKER, JOHN BECKER, NICHOLAS E.	
BEEBE, S. K.	
BEEKLEY, ALBERT M	
Benner, Fred H.	
Bennett, Clifford S	
Bennett, Jean E.	
Benninger, Alma L	
BERGER, ALBERTINE	
BERNHARDT, ARTHUR E	
BICKLER, EDGAR G	
BIEHLE, GEORGE C	
BIERBAUM, FREDERICK A.	
BLOCK, MONROE	
BLOCKSON, WALTER E	
Boneta, Carlos	
Brewster, John P. H	German National Bank
Brewster, Stanley F	
Brockman, Clifford G	The Oesterlein Machine Co.
Brokaw, Andrew I	The E. A. Kinsey Co.
Bronson, Kenelm W	13 N. Harrison Ave., Mt. Healthy, O.
Brown, Robert W	The Probst Lumber Co.
Brunsman, Arnold L	
BUDD, CHARLES A	
Burbank, Oberst E	
Burdsal, Lois E	The Vocalstyle Music Co.
Burns, James	
Burns, Thomas A.	
BUTLER, MARIE C	
CARR, T. MARION	
Chatelier, Paul	
	,

CLEMENTS, JAMES M The Kirkpatrick Lumber Co.
COFFMAN, LOWELL H The Foulds-Briggs Co.
CONDON, J. K
COOK, CLARENCE F The Willey-Wray Electric Co.
Соок, Raymond L
CROCKETT, ROBERT A The J. Walter Thompson Advertising Co.
Daly, Lawrence A The Hill and Griffith Co.
DAYTON, MARK R
DECKEBACH, MARGARET S
DELONG, CHARLES C The J. M. McCullough Sons Co.
Dennis, Katharine J The Smith-Kasson Co.
DICKENS, MERVIN The Union Central Life Insurance Co.
DIERKER, RAYMOND J First National Bank
DILLHOFF, JOSEPH H
Dock, Howard Wm. Dock & Co.
Doughty, Lenore L
Dulle, Elmer H
Dulle, Jr., George
Dunham, Lucy H
ECKERLE, ALBERT J The Felss Flour Milling Co.
EDELMANN, Louis The Cincinnati and Suburban Bell Telephone Co.
EIFERT, CARLTON B First National Bank
ELY, LAWRENCE The Locomobile Co. of America
ENGLANDER, ISAAC
Euphrat, Louis
EVANS, LINCOLN
EWALD, GEORGE H Kanawaha Despatch
FELDMANN, OTTMAR J First National Bank, Covington, Ky.
FELDMANN, OTTMAR J. First National Bank, Covington, Ky. FERRIS, MRS. G. V. The Thompson Hardwood Lumber Co.
FELDMANN, OTTMAR J. First National Bank, Covington, Ky. FERRIS, MRS. G. V. The Thompson Hardwood Lumber Co. FERRY, LOUIS L. The Whitaker Paper Co.
FELDMANN, OTTMAR J. First National Bank, Covington, Ky. FERRIS, MRS. G. V. The Thompson Hardwood Lumber Co. FERRY, LOUIS L. The Whitaker Paper Co. FISHER, CHERRINGTON L. 2595 Observatory Rd.
FELDMANN, OTTMAR J. First National Bank, Covington, Ky. FERRIS, MRS. G. V. The Thompson Hardwood Lumber Co. FERRY, LOUIS L. The Whitaker Paper Co.
FELDMANN, OTTMAR J. First National Bank, Covington, Ky. FERRIS, MRS. G. V. The Thompson Hardwood Lumber Co. FERRY, LOUIS L. The Whitaker Paper Co. FISHER, CHERRINGTON L. 2595 Observatory Rd. FISHER, JOHN W. The Cincinnati Milling Machine Co.
Feldmann, Ottmar J. First National Bank, Covington, Ky. Ferris, Mrs. G. V. The Thompson Hardwood Lumber Co. Ferry, Louis L. The Whitaker Paper Co. Fisher, Cherrington L. 2595 Observatory Rd. Fisher, John W. The Cincinnati Milling Machine Co. Fisher, Teasdale University of Cincinnati
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